

## MARKETING ASSESSMENT - ISF

1. Have Jan McDaniel get information on our competitors. Would like to have descriptions of the competitive programs, prices and whatever can be found out about market for:

Gartner Group  
IDC  
Index Systems  
Diebold

Would also like to have it by Friday if possible.

2. RDW to prepare data on current contacts, etc. Need to get thoughts together on the preparation of marketin material and sales strategy. Prospect invitations for client conference. Pull campaign together for selling new reports, etc.
3. Need to get Peter's material together for cost of adding Consulting Constituency to program. Possible benefits, one or two or three alternatives to current program strategy. (Pull other client comments from files for discussion with Marketing.)



# INPUT TRAVEL REQUEST/ITINERARY

Page 1 of 1

Name R. D. Maxson

Destination NORTHWEST

For Week of 5/17

Date Submitted \_\_\_\_\_

DAY	APPT. TIME	CITY	COMPANIES	CONTACT	TELEPHONE NUMBER	LODGING	Project Code	Chargeable
Sat.	SFO							
Sun.	NYC	TRAVEL	NOONE				USDAO	NB
Mon.	1	8:00 AM	UNION	SCHWAB	201 431-6313	RD ROOM	USDPB	NB
	2	1:00 PM	PASIP	SHAW	201 279-6999	"	USDPB	NB
	3							
	4							
Tues.	1	10:00	NYC	PAUL WEBER	512 737-2001	"	USDA	NB
	2	OTHERS BEING SCHEDULED						
	3							
	4							
Wed.	1	8:30	WHITE PLAINS	TRINITY	914-8878 903-3429	PHILA. Bn.	USAL	NB
	2	11:30	BUNTON	BERGERMAN	609 882-1123	PHILA.	UNKT	NB
	3	4:00	PHILA	DUTZMAN	215 825-2100	PHILA	UNKT	NB
	4							
Thur.	1	10:00	BALTIMORE	QUINCY	215 293-1277	BALTO	USAL	NB
	2	12:00	PHILA	ROBINSON	215 581-7878	BALTO	USAL	NB
	3	OTHERS BEING SCHEDULED						
	4							
Fri.	1	8:00	BALTO	SOCIAL SEC.	958-2 301-374	SFO	USAL	NB
	2	12:30	BETHLEHEM	ADAMSON	301 467-1369	SFO	USAL	NB
	3							
	4							

Expected Closes:

Other Activities:

Preliminary Approval

[Signature]  
Dept. Manager  
5/13/77  
Date

Final Approval

Vice President

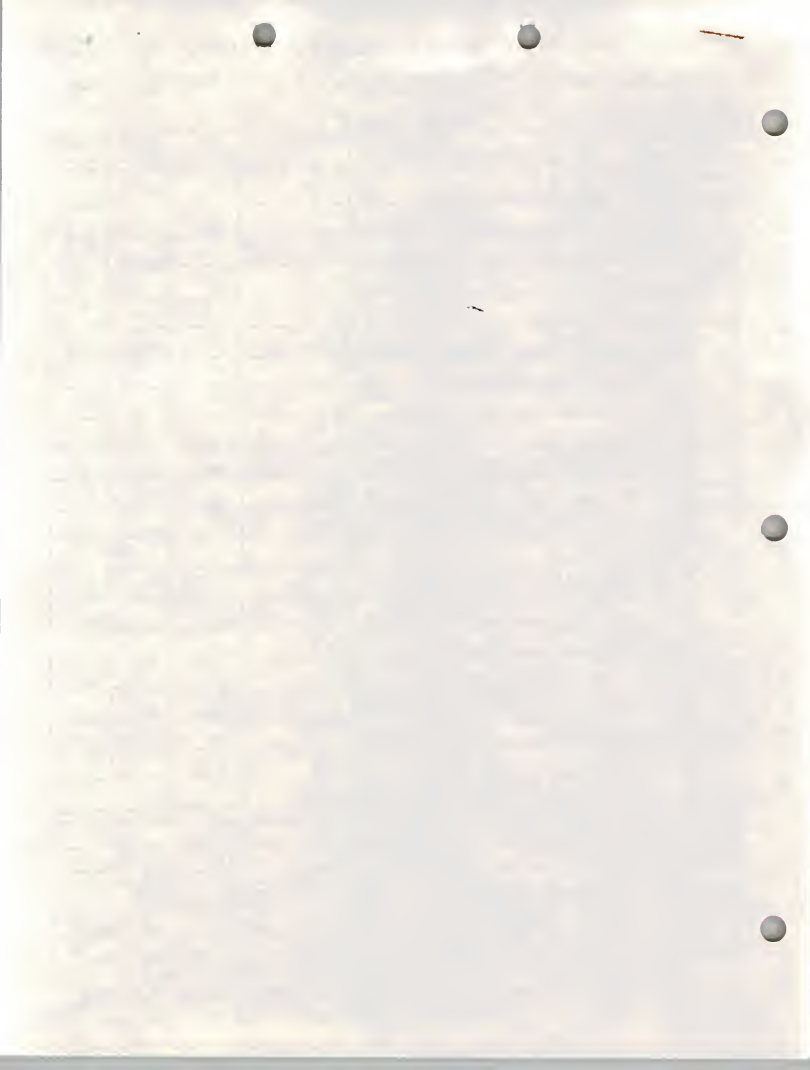
## ESTIMATED EXPENSE

(to be filled out by originator)

Air Transportation \$ 600.00 Surface \$ 200.00  
Accommodations \$ 500.00 Total \$ 1100.00

Copy to Originator; Copy attached to Expense Report; Copy to Manager, Copy to Reception Desk

INPUT  
ADM 210/01  
2/07



## ISP/CONSULTING BUSINESS PLAN

The following describes the characteristics of the business plan proposed for the remainder of 1987. The statements below are supported by the attached documentation which includes a detailed forecast for revenues and expenses based on the outline submitted to INPUT during the second week in April.

- The proposed plan will meet the revenue target of \$500K at the end of the first quarter of 1988.
- It will provide a sound base for growth of the "user" side of the business while:
  - o Generating \$310K of revenue for 1987.
  - o Re-establishing program profitability within 6 mos.
- Profit forecast for 1987 would be \$33K:
  - o Yielding an operating margin of 38% excluding G&A
  - o And 10.5% including G&A.
- Targeted Revenues for the first six months should equal or exceed \$200K.

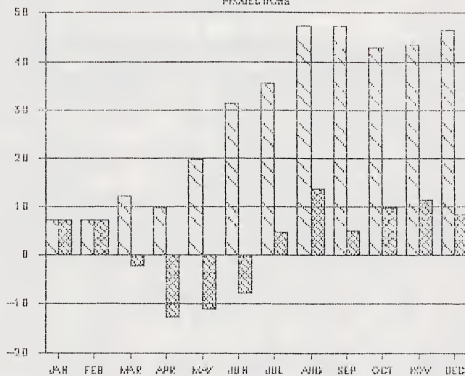
*Requires 2 people full time over next  
6 months - just for sales activities*



# RD REVENUE & PROFIT

PROJECTIONS

DOLLARS  
(THOUSANDS)



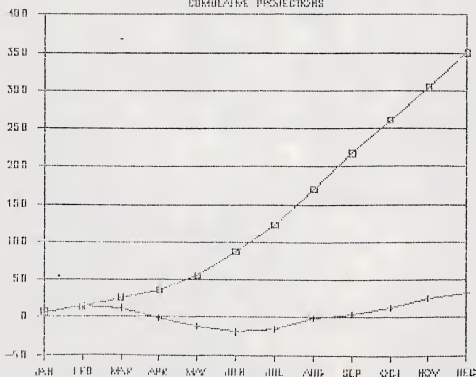
Program Revenue

Program Profit

# RD REVENUE & PROFIT

CUMULATIVE PROJECTIONS

DOLLARS  
(THOUSANDS)



□ Cumulative Revenue

○ Cumulative Profit





ASSUMPTIONS UNDERLYING ISP FORECAST

1. Sales of ISP, Reports and Consulting Services were entered just as in the first plan.
2. Accounting for program sales was done using INPUT's method of rolling plan revenues out over a twelve month cycle.
3. Revenues for consulting and one time report sales were booked in the month that the sales occurred.
4. Actual expenses for the first quarter were used for the first quarter. The 1987 budget was used to obtain expenses for the remainder of the year.
5. Incremental expenses were added to cover my salary and the additional costs associated with generating consulting revenues. The load factor for consulting was 20% of the revenue dollars generated.
6. It was assumed that all current customers will renew. Rates were estimated by using the revenues booked for the first quarter.



## REVENUE FORECAST FOR NEW PROGRAM SALES

M O N T H	S	PRICE	REVENUE DISTRIBUTION												TOTAL	TOTAL
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	1987	1988
7	1	15000	0	0	0	0	0	0	1154	1154	1442	1154	1154	1442	7500	7500
8	1	15000	0	0	0	0	0	0	0	1154	1442	1154	1154	1442	5745	5854
9	1	15000	0	0	5	0	0	0	0	0	1442	1154	1154	1442	5182	5208
10	1	19500	0	0	0	0	0	0	0	0	1500	1500	1875	1875	4875	14825
10	1	15000	0	0	0	0	0	0	0	0	0	1154	1154	1442	3750	11250
11	1	19500	0	0	0	0	0	0	0	0	0	0	1500	1375	3375	16125
11	1	15000	0	0	0	0	0	0	0	0	0	0	1154	1442	2596	12404
12	1	19500	0	0	0	0	0	0	0	0	0	0	0	1875	1375	17625
12	1	15000	0	0	0	0	0	0	0	0	0	0	0	1442	1442	13558
9			0	0	0	0	0	0	1154	2308	4327	6115	8769	14279	26952	111548
CUM PROG SALES			0	0	0	0	0	0	1154	3462	7788	13904	22673	36952		

## REVENUE FORECAST FOR RENEWAL SALES

M O N T H	S	PRICE	REVENUE DISTRIBUTION												TOTAL	TOTAL
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	1987	1988
1	2	15000	2308	2308	2885	2308	2308	2885	2308	2308	2385	2308	2308	2885	20000	0
1	1	3000	231	231	289	231	231	288	231	231	288	231	231	289	20000	0
1	1	13350	1027	1027	1284	1027	1027	1284	1027	1027	1284	1027	1027	1284	11750	0
1	1	3925	687	687	858	687	687	858	687	687	858	687	687	858	5925	0
1	1	11610	893	893	1116	893	893	1116	893	893	1116	893	893	1116	11610	0
1	1	7929	610	610	762	610	610	762	610	610	762	610	610	762	7929	0
1	1	13648	1050	1050	1312	1050	1050	1312	1050	1050	1312	1050	1050	1312	13648	0
1	1	3590	269	269	337	269	269	337	269	269	337	269	269	337	7500	0
3	2	10000	0	0	1923	1538	1538	1923	1538	1538	1923	1538	1538	1923	16923	3077
3	1	15000	0	0	1442	1154	1154	1442	1154	1154	1442	1154	1154	1442	12692	2308
12			7074	7074	12208	9766	9766	12208	9766	9766	12208	9766	9766	12208	121577	5335
CUM RENEWALS			7074	14148	26356	36122	45889	58096	67863	77629	89837	99603	109370	121577		



# REVENUE FORECAST FOR NEW REPORT SALES

M O N T H	S A L E S	PRICE	REVENUE DISTRIBUTION												TOTAL 1987
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
6	2	2995	0	0	0	0	0	5990	0	0	0	0	0	0	5990
6	2	1650	0	0	0	0	0	3300	0	0	0	0	0	0	3300
7	2	2995	0	0	0	0	0	0	5990	0	0	0	0	0	5990
7	4	1650	0	0	0	0	0	0	6600	0	0	0	0	0	6600
7	2	995	0	0	0	0	0	0	1990	0	0	0	0	0	1990
8	3	2995	0	0	0	0	0	0	0	8985	0	0	0	0	8985
8	5	1650	0	0	0	0	0	0	0	8250	0	0	0	0	8250
8	3	995	0	0	0	0	0	0	0	2985	0	0	0	0	2985
9	2	2995	0	0	0	0	0	0	0	0	5990	0	0	0	5990
9	3	1650	0	0	0	0	0	0	0	0	4950	0	0	0	4950
9	5	995	0	0	0	0	0	0	0	0	4975	0	0	0	4975
10	2	3500	0	0	0	0	0	0	0	0	0	7000	0	0	7000
10	5	995	0	0	0	0	0	0	0	0	0	4975	0	0	4975
11	2	3500	0	0	0	0	0	0	0	0	0	0	7000	0	7000
11	3	995	0	0	0	0	0	0	0	0	0	0	2985	0	2985
12	2	3500	0	0	0	0	0	0	0	0	0	0	0	7000	7000
12	3	995	0	0	0	0	0	0	0	0	0	0	0	2985	2985
50			0	0	0	0	0	9290	14580	20220	15915	11975	9985	9985	91950
CUM REP SALES			0	0	0	0	0	9290	23870	44090	60005	71920	81965	91950	

## REVENUE FORECAST SUMMARY FOR ISP/CONSULTING

REVENUE SOURCE	REVENUE DISTRIBUTION												TOTAL 1987
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
New ISP Sales	0	0	0	0	0	0	1154	2308	4327	6115	8769	14279	36952
ISP Renewals	7074	7074	12208	9766	9766	12208	9766	9766	12208	9766	9766	12208	121577
Sale of Reports	0	0	0	0	0	9290	14580	20220	15915	11975	9985	9985	91950
Consulting					10000	10000	10000	15000	15000	15000	15000	10000	100000
Other													
TOTAL	7074	7074	12208	9766	19766	31499	35500	47294	47450	42857	43521	46472	350479
CUM TOTAL	7074	14149	26356	36122	55889	87386	122887	170181	217630	269487	304008	350479	



PROFIT FORECAST SUMMARY FOR ISP/CONSULTING

	-----REVENUE DISTRIBUTION-----												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	1987
EST. REVENUES	7074	7074	12208	9766	19766	31498	35500	47294	47450	42857	43521	46472	350479
EST. EXPENSES													
Direct			4610	9667	9667	12135	9667	10267	15735	10867	9667	12135	104417
Sales			4060	3559	3590	4466	3570	3601	4537	3636	3647	4695	39361
Marketing			336	989	989	2737	898	989	1237	989	989	1237	11390
G & A			5284	8271	8280	10123	8577	9549	10294	8623	8644	10293	87938
RDW Costs					6160	7700	6160	6160	7700	6160	6160	7700	53900
Cons. Exp.					2000	2000	2000	3000	3000	3000	3000	2000	20000
TOTAL EST EXP	0	0	14290	22486	30686	39161	30872	33566	42503	33275	32107	38060	317006
EST. PROFIT	7074	7074	-2082	-12720	-10920	-7663	4628	13728	4947	9582	11414	8412	33473
CUM. PROFIT	7074	14148	12066	-654	-11574	-19237	-14608	-880	4066	13648	25062	33473	





# Sales Days Required

	Jun	July	Aug	Sep	Oct	Nov	Dec	Tot
Reports (@ 7500/day)	12.5	19.5	27.0	21.0	16.0	13.0	13.0	122
New Proy. (@ 1500/day)		10.0	10.0	10.0	23.0	23.0	23.0	99
General (@ 10,000/day)	<del>3.0</del>	<del>3.0</del>	<del>5.0</del>	<del>5.0</del>	<del>5.0</del>	<del>5.0</del>	<del>5.0</del>	<del>15</del>
Consult. (@ 3,000/day)	3.0	3.0	5.0	5.0	5.0	5.0	3.0	29

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Total Days	18.5	32.5	42.0	36.0	49.0	46.0	44.0	2268
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= 1 person full time over 12 months  
or 2 people full time over 6 months.



## ISP AND CONSULTING BUSINESS APPROACH

The following describes the approach to developing the ISP and User consulting business for the remainder of 1987. Detailed forecasts for sales of ISP and supplemental reports based on the assumptions and approaches outlined below are attached.

### UNDERLYING ASSUMPTIONS

*Must grow. Now for 1988 sales*  
The primary selling cycle for the program is in the fall of the year. Therefore, substantial sales of any type are not likely within the next few months. The problem is further compounded by the fact that there is no "pipeline" for sales. Old customers are likely candidates for restart, but must be researched. *Possibility of "free money" in Q4 + early 88 sales now.*

2. There are a number of reports associated with the program that should be quite marketable, and to my knowledge no deliberate campaign to sell these special studies within the last year.  
*— need list of top 3-5.*
3. User related consulting is most likely to flow from existing associations or contacts made through the marketing of ISP and/or related special studies.  
*Yes, Danny's. We have virtually no user contact for counseling.*
4. Getting the deliverables for this years program underway will require some substantial front end time within the next 45 days.  
*unbudgeted rewrite time?*
5. There's no staff available to do the work.  
*Are they not scheduled through GSK already?*

### OVERALL STRATEGY

1. Package the "user" side of INPUT's business around the integration of the program (ISP), consulting, and topical research.
2. Place heavy emphasis on the sale of existing or forthcoming research reports for 1987 to generate ISP client leads and leverage existing products for up front revenue. ✓
3. Do focused marketing of ISP for the remainder of 1987. ✓
4. Look at and attempt to develop some partnering relationships. ✓

### APPROACH TO SALES OF ISP

1. Take a quick look at the clients who have abandoned ISP over the past three years, and with the help of Jan and Randi's organization, make a quick determination of why they might have left and whether any of them might be brought back into the fold. Develop a list of candidates.
2. Add to that list firms with which RDW has personal contacts that



would at least get a "foot in the door" from a marketing perspective. A partial list of possibilities would include:

Dupont  
Black & Decker  
Wells Fargo  
Owens Corning  
Chevron  
American Airlines  
Exxon

Sun Company  
RCA (General Electric)  
Chemical Bank  
ARCO  
American Express  
Deloitte Haskins & Sells  
Mass. Mutual Life

3. Poll INPUT senior staff and sales personnel for additional candidates, and add to the list.
4. With Randi's assistance develop a mailing piece to communicate the following:
  - The program's objectives and benefits.
  - INPUT's reputation for quality.
  - INPUT's commitment and new program leadership

5. Do mailing and arrange to follow through with calls by RDW and INPUT sales staff.

6. Plan RDW personal calls to key geographic areas (Philly/NYC, Sanfran, and LA) and recruit other key INPUT principals to make supplemental calls where personal relationships exist. Attempt to open up the Washington DC market using INPUT contacts.

7. Work with Mike Dishman to cull likely prospects from custom survey work for a second mailing. (This may no yield too much.)

8. ~~See what we can close.~~

8. *Promote Denny Wayson  
Tree + Association*

#### APPROACH TO SALES OF SPECIAL STUDY REPORTS

In looking over the inventory of reports associated with the program that are already on the shelf or due out this year, there seem to be several that have both long enough half-lives and significant enough topical interest to the user community that they could be sold with some sort of focused campaign. Making report sales a key component of the rejuvenation of the program has the following advantages:

- The product is already there or committed,
- The sale of reports offers a potential ISP client a way to "test the water" and establish a relationship with INPUT,
- Helps generate revenue up front,
- Opens the door to potential custom consulting in specific subject areas.

To get this strategy up and running the following approach could be used:

1. Settle in on 3 to 6 of the reports which seem to be of high



1 mailing of 3 is best.

quality, topical and current and work with Randi to develop promotional material and perhaps a telemarketing campaign.

2. Expand on the list developed for ISP target clients using, for example, the Arthur Anderson survey participants, or other INPUT vendor clients who might have specific subject interest.
3. Conduct both a mailing and telemarketing approach, and follow up with support from the INPUT sales team and RDW. — RDW emphasis on his top 20 key prospects.
4. Generate further clients for ISP by carefully monitoring the results of sales of the specific reports.
5. Gather the appropriate information from this effort to develop market insight into selecting the topics for next years special studies.

#### OTHER

Peter felt that the two primary activities that needed to be undertaken within the first 45 days, was the examination of customers and markets and getting someone on board to get the work done. Once an initial pass is made at target customers we should come forth with a remodeled program, and perhaps build a "restart" or "introductory" package using existing research reports.

- 1 mailing of 3 best  
+ followup mailing } phone followup
- 
- 1 mailing of next 3  
+ followup mailing } phone followup.

A Suggest we achieve short term sales goal, simultaneous launch of mktg. plan (press coverage, direct mail etc.) — time in 3 months if sufficient leads.

B Hire sales force + devote to ISP/also do "work."





DATE: 04/29/87

SUBJ: ISP COMPETITORS

FROM: Denny

TO: Randi

I met with Nancy this morning to discuss our "clients". She indicated that you were in possession of a presentation about the competition that INPUT has in the ISP area. Any chance that I could get a copy.

Denny...

*done  
4/29/87  
fmp*



## JUNE 1st ISP PLAN REVIEW

### 1. ACTION ITEMS:

- A. Need approval for contractor for Distributed Data Base Management report.
- B. Need to close on strategy for the annual budget surveys.

### 2. EXAMPLES OF PRODUCTS DELIVERED:

### 3. MARKETING ACTIVITIES:

- A. Client questionnaire to determine user preferences for change in program format designed and given to Jan McD to be done in conjunction with annual customer satisfaction survey. (6/1)
- B. Brochure prepared for use at Arthur Andersen CIO Conference.

### 4. SALES ACTIVITIES:

- A. 24 Telephone contacts made to clients/prospects and former clients during the month.
- B. 14 Clients/prospects and former clients visited on one week trip to East Coast.
- C. Potential consulting contract under exploration with Marriott Corporation.
- D. Blue Cross of Western PA signed as a program customer.



ISP 1987 DELIVERABLES, MANPOWER AND CODES

Code	Title-----	ESDs	SR	RAs	Resp. Pers.	Cust. Del.
URVA	Economics of DDP	25	25			
UBRA	Annual Budget Report	70	20	100	DW	
EUSR	Guide to EDI Implement.	0	0		VW	Done
UOPS	Office Productivity	25	25		CONS	
UCS1	Chargeback Systems	25	25		CONS	
UCS2	Distributed DB Management	25	25		CONS	
UTLI	DEC vs. IBM 1987-1992	20	20		BH	
UISP81	Hotline	26	26		DW	
UISP81	Annual Presentations	20	20		DW	
JJJJ	Joint Client Conference	5	5		DW	
TOTALS		241	191	100		

\* Regional Conferences/Seminars

\* Peter's Interaction

Also to be considered:

Vendor Viability

Systems Software Directions

Impact Reports



## 1987 ANNUAL PLANNING SCHEDULE

PROGRAM: UISP - INFORMATION SERVICES PROGRAM  
MANAGER: Denny Mayson

PROJECT CODE	TITLE	E S M D'S												* WORKING DAYS			
		ESMD'S TOTAL	*249 TOTAL	*20 JAN	*19 FEB	*25 MAR	*18 APR	*18 MAY	*25 JUNE	*20 JUL	*20 AUG	*24 SEPT	*20 OCT	*20 NOV	*19 DEC		
URVA	ECONOMICS OF DOP	25	25									15	10				
URBA	ANNUAL BUDGET REPORT	70	70						10	20	20	10	10				
EURR	(SEE EDI)	(Done)	0														
UOPS	OFFICE PRODUCTIVITY	25	25								5	15	5				
UCSI	CHARGEBACK SYSTEMS	25	25						10	10	5						
UCS2	DISTRIBUTED DB MANAGEMENT	25	25						10	10	5						
UTLI	DEC vs. IBM, 1987-1992	20	20						5	10	5						
UISP01	ANNUAL PRESENTATIONS	20	20											10	10		
JLUJ	JOINT CLIENT CONFERENCE	5	5									5					
TOTAL		215	215	0	0	0	0	0	35	50	40	45	25	10	10		
ESTI HOTLINE		24	0														
TOTAL		241	215	0	0	0	0	0	35	50	40	45	25	10	10		

## PERSON SCHEDULES

SENIOR 100% EFFICIENCY

E S M D'S

Denny Mayson

Yellowless

Littell

Taylor

TOTAL E S M D'S AVAILABLE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
OVER(SHORT)	0	0	0	0	0	0	0	-35	-50	-40	-45	-25	-10	-10			





CODE	TITLE	11 11 START		11 START		11 SHIP		11 COMMENTS
		11 AUTHOR	11 PLAN	ACT	11 PLAN	ACT	11 PLAN	
URVA	ECONOMICS OF DDP (2)	11	11	1	11	1	11	1
		11	11	9/87	1	11	11/87	1
URVA	ANNUAL INFORMATION SYSTEMS PLANNING REPORT (11)	11	11	1	11	1	11	1
		11	11	4/87	1	11	1	SEE ATTACHED
EURR	GUIDE TO EDI IMPLEMENTATION (2) *	11	11	1	11	1	11	1
		11	11	4/87	1	11	7/87	1
UOPS	OFFICE PRODUCTIVITY (2)	11	11	1	11	1	11	1
		11	CONS	8/87	1	11	9/87	1
		11	11	1	11	1	11	10/87
UCS1	CHARGEBACK SYSTEMS (2)	11	CONS	6/87	1	11	8/87	1
		11	11	1	11	1	11	9/87
UCS2	DISTRIBUTED DATA BASE MANAGEMENT (2)	11	11	1	11	1	11	1
		11	CONS	6/87	1	11	8/87	1
		11	11	1	11	1	11	8/87
UTL1	DEC VS IBM, 1987-1992 (2)	11	DM	6/87	1	11	7/87	1
		11	11	1	11	1	11	8/87
U13P	ANNUAL PRESENTATION (4)	11	11	11/87	1	11	11/87	1
		11	11	1	11	1	11	11/87
JJLJ	JOINT CLIENT CONFERENCE (3)	11	11	9/87	1	11	9/87	1
		11	11	1	11	1	11	9/87

NOTE: SUBSCRIPTION INCLUDES 1987 EDIS REPORT - EURR WHEN COMPLETE.

(1) BINDER/3-HOLE PUNCHED/STITCHED PAPER BOUND INDIVIDUAL REPORTS.

(2) VELOBIND (360 PAGES/330 PAGES SOFTBOUND)  
EACH WITH EXECUTIVE OVERVIEW

(3) BINDER/3-HOLE PUNCHED INSERTS.

(4) SPIRAL BOUND HARD COPY.



TOTAL COUNT OF ENTRIES = 24				C	T	
-----COMPANY-----	ST	-----CONTACT-----	PHONE	D	LAST	Y
				E	CONTACT DATE	FOLLOWUP DATE
AMERICAN HOCSHT	NJ	Mr. Stan Garczynski	201-231-2020	F	05/07/87	06/30/87
ARCO	CA	Mr. James G. Bulgrin	213-486-2013	P	05/07/87	06/01/87
ARTHUR ANDERSEN & COMPANY	IL	Ms. Betty Sheldon	312-580-0069	C	05/11/87	
BANK OF AMERICA	CA	Mr. Lou Mertes	953-2758	P	05/15/87	
BELL ATLANTIC ENTERPRISES	NJ	Mr. Peter McGinnis	609-987-6000	F	05/07/87	
BENEFICIAL MANAGEMENT CORP.	NJ	Mr. Alan G. Rollins	201-781-3736	P	05/07/87	
BLUE CROSS OF GREATER PHILA.	PA	Mr. Howard Rudisill	215-448-5135	F	05/18/87	06/15/87
BLUE CROSS OF WESTERN PA	PA	Mr. Bernie Goldbach	412-392-6702	P	05/07/87	06/15/87
BOOZ ALLAN & HAMILTON	NY	Mr. Robert Sybala	212-880-9598	P	05/14/87	06/01/87
CHEMICAL BANK	NY	Mr. David Smith	212-820-2561	P	05/12/87	05/25/87
CIGNA	PA	Mr. Allan Loren	215-557-5252	P	05/13/87	
CLARK-O'NEILL, INC.	NJ	Ms. Claire A. Centrella	201-945-3400	F	05/14/87	
COOPERS & LYBRAND	NY	Mr. Peter V. Cohen	212-536-3181	F	05/08/87	
DELOITTE, HASKINS & SELLS	CA	Mr. Michael G. Devereil	393-4381	P	05/13/87	05/25/87
EASTMAN KODAK	NY	Mr. George Logemann	716-724-2164	P	05/11/87	05/25/87
EMPIRE BLUE CROSS/BLUE SHIELD	NY	Mr. John Wandzilak	212-490-5477	F	05/15/87	05/15/87
FEDERAL DATA CORPORATION	MD	Mr. Mark Richardson	301-986-0800	F	05/08/87	
HELENE CURTIS, INC.	IL	Mr. Thomas J. Gildea	312-661-0222	P	05/12/87	05/20/87
IMS AMERICA, LTD	NJ	Mr. Brian Gail	201-890-1002	P	05/14/87	05/18/87
MARRIOTT CORPORATION	MD	Mr. Arthur G. Hilley	301-897-1312	F	05/08/87	
MOBIL OIL	NY	Mr. Bill Halpern	212-883-5264	P	05/13/87	06/01/87
NATIONAL ASSOCIATION OF BLUE	IL	Mr. Ken Kraemer	312-440-6100	P	05/27/87	06/15/87
ROCHESTER GAS & ELECTRIC	NY	Mr. Robert E. Laws	716-724-8783	F	05/08/87	
XEROX CORPORATION	NY	Mr. Robert Benjamin	716-423-1161	P	05/14/87	06/01/87



TOTAL COUNT OF ENTRIES = 13				C	T
				D	LAST Y
-----COMPANY-----	ST	-----CONTACT-----	PHONE	E	CONTACT P FOLLOWUP DATE E DATE
BOICE DUNHAM GROUP	NY	Mr. Timothy E. Paradis	212-752-5550	P	05/19/87 V 06/01/87
CITICORP	NY	Mr. Morton Allen	212-825-8733	P	05/19/87 V
F.W. WOOLWORTH COMPANY	NY	Mr. Charles T. Young	212-553-2503	F	05/20/87 V 05/27/87
MARRIOTT CORPORATION	MD	Mr. Ed Kraus	301-897-1167	F	05/22/87 V 05/26/87
MARTIN MARIETTA DATA SYSTEMS	MD	Ms. Shirley Prutch	301-982-6680	P	05/22/87 V 06/15/87
PAINE WEBBER INCORPORATED	NY	Mr. Martin A. Stein	212-437-2001	P	05/19/87 V 06/15/87
PAUL BERGER CONSULTING, INC.	NJ	Mr. Paul Berger	609-882-1133	P	05/20/87 V 05/27/87
PENNAWALT CORPORATION	PA	Mr. Robert M. Rubin	215-587-7878	P	05/20/87 V 06/15/87
SCHERING LABORATORIES	NJ	Mr. Michael Studney	201-820-6313	C	05/18/87 V 06/15/87
SOCIAL SECURITY ADMINISTRATION	MD	Mr. Keith Solheia	301-594-9582	F	05/22/87 V 06/15/87
SUN COMPANY, INC.	PA	Mr. Dudley P. Cooke	215-293-6277	F	05/21/87 V 06/15/87
TRINTEX	NY	Mr. Dave Sullivan	914-993-8878	F	05/20/87 V
YARWAY CORPORATION	PA	Mr. Rudolph V. Dutzman	215-296-3470	P	05/20/87 V



TOTAL COUNT OF ENTRIES = 25

-----COMPANY-----

ST -----CONTACT-----

PHONE

C		T	
O	LAST	Y	
D	CONTACT	P	FOLLOWUP
E	DATE	E	DATE

ANDAHLL	CA	Mr. Greg Novak	408-737-5093	F		06/15/87
AMERICAN HOESCHT	NJ	Mr. Stan Garczynski	201-231-2020	F	05/07/87 T	06/30/87
ARCO	CA	Mr. James G. Bulgrin	213-486-2013	P	05/07/87 T	06/01/87
BLUE CROSS OF GREATER PHILA.	PA	Mr. Howard Rudisill	215-448-5135	F	05/18/87 T	06/15/87
BLUE CROSS OF WESTERN PA	PA	Mr. Bernie Goldbach	412-392-6702	P	05/07/87 T	06/15/87
BOICE DUNHAM GROUP	NY	Mr. Timothy E. Paradis	212-752-5550	P	05/19/87 V	06/01/87
BOOZ ALLAN & HAMILTON	NY	Mr. Robert Symbala	212-880-9598	P	05/14/87 T	06/01/87
CHEMICAL BANK	NY	Mr. David Smith	212-820-2561	P	05/12/87 T	05/25/87
DELOITTE, HASKINS & SELLS	CA	Mr. Michael G. Deverell	393-4381	P	05/13/87 T	05/25/87
EASTMAN KODAK	NY	Mr. Henry Pfendt	716-724-4011	P		05/25/87
EASTMAN KODAK	NY	Mr. George Logemann	716-724-2164	P	05/11/87 T	05/25/87
EASTMAN KODAK	NY	Mr. George Mayo	716-724-3601	P		05/25/87
F.W. WOOLWORTH COMPANY	NY	Mr. Charles T. Young	212-553-2503	F	05/20/87 V	05/27/87
MARRIOTT CORPORATION	MD	Mr. Ed Kraus	301-897-1167	F	05/22/87 V	05/26/87
MARTIN MARIETTA DATA SYSTEMS	MD	Ms. Shirley Prutch	301-982-6680	P	05/22/87 V	06/15/87
MERRILL LYNCH	NY	Mr. Duwayne Peterson	212-637-5658	P		05/25/87
MOBIL OIL	NY	Mr. Bill Halpern	212-883-5264	P	05/13/87 T	06/01/87
NATIONAL ASSOCIATION OF BLUE	IL	Mr. Ken Kraemer	312-440-6100	P	05/27/87 T	06/15/87
PAINE WEBBER INCORPORATED	NY	Mr. Martin A. Stein	212-437-2001	P	05/19/87 V	06/15/87
PAUL BERGER CONSULTING, INC.	NJ	Mr. Paul Berger	609-882-1133	P	05/20/87 V	05/27/87
PENNMALT CORPORATION	PA	Mr. Robert M. Rubin	215-587-7878	F	05/20/87 V	06/15/87
SCHERING LABORATORIES	NJ	Mr. Michael Studney	201-820-6313	C	05/18/87 V	06/15/87
SOCIAL SECURITY ADMINISTRATION	MD	Mr. Keith Solheia	301-594-9582	F	05/22/87 V	06/15/87
SUN COMPANY, INC.	PA	Mr. Dudley P. Cooke	215-293-6277	F	05/21/87 V	06/15/87
XERO CORPORATION	NY	Mr. Robert Beniamin	716-423-1161	P	05/14/87 T	06/01/87





ISP 1987 DELIVERABLES, MANPOWER AND CODES

<u>Code</u>	<u>Title</u>	<u>ESDs</u>	<u>Sr</u>	<u>RA's</u>	<u>Person Resp.</u>	<u>Cust. Del.</u>
URVA	Economics of DDP	25	25			
UBRA	Annual Budget Report	70	20	100		
EUSR	Guide to EDI Implement.	0	0		VW	Done
UOPS	Office Productivity	25	25			
UCS1	Chargeback Systems	25	25			
UCS2	Distributed DB Management	25	25			
UTLI	DEC vs. IBM 1987-1992	20	15			
UISP81	Hotline	26	26			
UISP81	Annual Presentations	20	20			
JJJJ	Joint Client Conference	5	5			
<u>TOTALS</u>		<u>241</u>	<u>211</u>	<u>100</u>		

\* Regional Conferences / Seminars

\* Peter's Interaction

Also to be considered:    Vendor Viability  
                                 Systems Software Directions  
                                 Impact Reports



CODE	TITLE	AUTHOR	RESEARCH		PRODUCTION		SHIP		COMMENT
			PLAN	ACT	PLAN	ACT	PLAN	ACT	
URVA	ECONOMICS OF DDP (2)		9/87		11/87		11/87		
UBRA	ANNUAL INFORMATION SYSTEMS PLANNING REPORT(1)		4/87						SEE ATTACHED
EUSR	GUIDE TO EDI IMPLEMENTATION (2) *		4/87		7/87		7/87		
UOPS	OFFICE PRODUCTIVITY (2)		5/87		8/87		8/87		
UCS1	CHARGEBACK SYSTEMS (2)		4/87		6/87		6/87		
UCS2	DISTRIBUTED DATA BASE MANAGEMENT (2)		6/87		9/87		8/87		
UTL1	DEC VS IBM, 1987-1992 (2)		4/87		6/87		6/87		
UISP	ANNUAL PRESENTATION (4)		11/87		11/87		11/87		
JJJJ	JOINT CLIENT CONFERENCE (3)		9/87		9/87		9/87		

\*NOTE: SUBSCRIPTION INCLUDES 1987 EDIS REPORT - EUSR WHEN COMPLETE.

(1) BINDER/3-HOLE PUNCHED/STITCHED PAPER BOUND INDIVIDUAL REPORTS.

(2) VELOBIND (>80 PAGES/<80 PAGES SOFTBOUND)  
EACH WITH EXECUTIVE OVERVIEW

(3) BINDER/3-HOLE PUNCHED INSERTS.

(4) SPIRAL BOUND HARD COPY.



USRA INFORMATION SYSTEMS PLANNING REPORT		AUTHOR	START		START		SHIP		COM
			PLAN	ACT	PLAN	ACT	PLAN	ACT	
I. TITLE PAGE (1987 COPYRIGHT)									
TABLE OF CONTENTS									
II. *OV - EXECUTIVE OVERVIEW - AGGREGATE FORECASTS									
INCLUDE APPENDICES									
III. INDUSTRY MARKETS									
*BF - BANKING AND FINANCE									
*DM - DISCRETE MANUFACTURING									
DISTRIBUTION:									
*RE - RETAIL									
*WH - WHOLESALE									
*ED - EDUCATION									
FG - FEDERAL GOVERNMENT									
*IN - INSURANCE									
*ME - MEDICAL									
PM - PROCESS MANUFACTURING									
*SI - SERVICE INDUSTRY									
SL - STATE & LOCAL GOVERNMENT									
TE - TELECOMMUNICATIONS			12/86	12/86	1/87	1/87	3/87	3/87	
*TR - TRANSPORTATION									
*UT - UTILITIES									
OI - OTHER INDUSTRY									

3-RING BINDER

3-HOLE PUNCHED/STITCHED PAPER BOUND INDIVIDUAL REPORTS

\* UPDATES REPLACE PREVIOUS REPORT SEGMENTS  
 UPDATE OF DATA BASE FORECAST & KEY ISSUES



PROGRAM: WSP - INFORMATION SERVICES PROGRAM  
MANAGER: Graham Kear (action)

E S M D'S

\* WORKING DAYS

PROJECT CODE	TITLE	E S M D'S TOTAL	*249 JAN	*20 FEB	*19 MAR	*25 APR	*18 MAY	*25 JUNE	*20 JUL	*20 AUG	*24 SEPT	*20 OCT	*20 NOV	*19 DEC
URWA	ECONOMICS OF DOP	25	25									15	10	
URWA	ANNUAL BUDGET REPORT	70	70				10	10	10	10	10	10	10	
EURR	(SEE EDU)	(Date)	0											
UOPS	OFFICE PRODUCTIVITY	25	25					5	15	5				
UCS1	CHARGEBACK SYSTEMS	25	25				15	10						
UCS2	DISTRIBUTED DB MANAGEMENT	25	25						10	15				
UTLJ	DEC vs. IBM 1987-1992	20	20				5	15						
UTSP81	ANNUAL PRESENTATIONS	20	20										10	10
JLUU	JOINT CLIENT CONFERENCE	5	5									5		
TOTAL		215	215	0	0	0	30	40	35	30	10	30	20	10
EST1	HOTLINE	26	0											
TOTAL		241	215	0	0	0	30	40	35	30	10	30	20	10

PERSON SCHEDULES  
SENIOR 100% EFFECTENCY

E S M D'S

R/L/HOTLINE 50%\*

TOTAL E S M D'S AVAILABLE	0	0	0	0	0	0	0	0	0	0	0	0	0	0
OVER(SHORT)	0	0	0	-30	-10	-25	-30	-10	-30	-20	-10	-10		





TOTAL COUNT OF ENTRIES = 74

COMPANY

ST -----CONTACT-----

PHONE

C	T
O LAST	Y
D CONTACT	P FOLLOWUP
E DATE	E DATE

ARTHUR ANDERSEN & COMPANY  
BOEING COMPUTER SERVICES  
COMPUTER SCIENCES CORPORATION  
DIGITAL EQUIPMENT CORPORATION  
FEDERAL HOME LOAN BANK  
IBM CORPORATION  
LEVI STRAUSS  
LITTON COMPUTER SERVICES  
NORTHROP CORPORATION  
NORTHROP CORPORATION  
SCHERING PLOUGH CORPORATION  
SCHERING PLOUGH CORPORATION  
SOUTHERN NEW ENGLAND TELEPHONE  
UNIVERSITY OF CALIFORNIA  
VIRGINIA POWER & ELECTRIC  
AMOHAI  
AMERICAN HOESCHT  
AMERICAN PRESIDENT COMPANIES  
AMR PIPELINE COMPANY  
ASHLAND AUTOMATION SERVICES  
BELL ATLANTIC VENTURE  

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BROADVIEW ASSOCIATES  
CIGNA  
CITICORP INVESTMENT BANK  
CLARK-O'NEILL, INC.  
CONSUMERS POWER COMPANY  
COOPERS & LYBRAND  
FEDERAL DATA CORPORATION  
FEDERAL MORGAN CORPORATION  
FORD MOTOR COMPANY  
F.W. WOOLWORTH COMPANY  
GTE DATA SERVICES  
GTE TELETEN  
HAMMERMILL PAPER COMPANY  
HOGAN SYSTEMS, INC.  
HARRIOTT CORPORATION  
HARRIOTT CORPORATION  
HATSUSHITA ELECTRIC CORP  
HEAT DATA CENTRAL  
MICHIGAN CONSOLIDATED GAS  
OHIO EDISON  
PLANNING RESEARCH CORP.  
PPG INDUSTRIES, INC.  
ROCHESTER GAS & ELECTRIC  
SOCIAL SECURITY ADMINISTRATION  
STANDARD OIL OF INDIANA  
STROH BREWERY COMPANY  
SUN COMPANY, INC.  
TRINTEX  
ARCO

LI	Ms. Betty Sheldon
WA	Ms. Nancy Apostolou
CA	Ms. Gail Lepard
MA	<del>Ms. Cheryl Baptiste</del>
TX	Mr. Gary Buckner
NY	NONE
CA	Mr. Bill Eaton
CA	Mr. Jim Chalker
CA	Mr. Art Brock
CA	Mr. Bernard Slotnick
NJ	Mr. William J. Hurley
NJ	Mr. Michael Stuckney
CT	Mr. Joseph Cline
CA	Mr. Richard West
VA	Mr. Dennis Kreter
CA	Mr. Greg Novak
NJ	Mr. Stan Gargzynski
CA	Mr. Ronald L. Olive
MI	Mr. David L. Bridge
KY	Ms. Sandra C. Young
NJ	Mr. Peter McGinnis
<del>NJ</del>	<del>Ms. Susan Bard</del>
CT	Ms. Nancy Wendt
NY	Mr. Gerald Belpaire
NV	Ms. Claire A. Centrella
MI	Mr. Michael Campbell
NY	Mr. Peter V. Cohen
MO	Mr. Mark Richardson
MI	Mr. Lee Frizzell
MI	Mr. Douglas A. Kilby
NV	Mr. Charles Young
FL	Mr. Larry Winship
VA	Ms. Elaine Roy
PA	Mr. Henry S. Youd
TX	Ms. Sandy Alvarez
MD	Mr. Ed Kraus
MD	Mr. Arthur G. Hilley
NJ	Mr. Frederic A. Hardi
OH	Ms. Carol Herrick
MI	Ms. Kay L. Ames
VA	Ms. Lori Campbell
OH	Mr. A. S. Giampoli
PA	Mr. John D. Canter
NY	Mr. Robert E. Laws
MD	Mr. Keith Solheia
IL	Mr. Bruce Fingerle
MI	Mr. Joseph J. Franzem
PA	Mr. Oudley P. Cooke
NY	Mr. Dave Sullivan
CA	Mr. James G. Bulgrin

112-580-0069	C
206-865-5120	C
213-615-0311	C
617-264-3539	C
214-659-8604	C
	C
544-7590	C
118-715-5213	C
213-970-6603	C
213-970-2418	C
201-558-4086	C
201-820-6313	C
203-771-3134	C
642-2646	C
804-771-4550	C
408-737-5093	F
201-231-2020	F
272-8539	F
313-496-3882	F
	F
609-890-7153	F
201-461-7929	F
203-683-7324	F
212-558-5037	F
201-945-3400	F
517-788-1591	F
212-536-3181	F
301-986-0800	F
313-354-3042	F
212-522-9396	F
213-553-2503	F
813-224-3803	F
703-689-5194	F
814-456-8811	F
214-386-0020	F
301-897-1312	F
301-897-1312	F
201-348-7040	F
513-865-6994	F
313-256-5469	F
713-584-5335	F
206-356-1066	F
412-434-3273	F
716-724-8783	F
301-594-9582	F
213-856-5178	F
313-446-2560	F
215-293-6277	F
914-973-2439	F
213-486-2013	F

05/04/87 T

06/15/87

No.	Name	Age	Sex	Profession
1	John Smith	25	M	Teacher
2	Mary Jones	22	F	Homemaker
3	Robert Brown	30	M	Farmer
4	Elizabeth White	28	F	Teacher
5	William Black	35	M	Merchant
6	Anna Green	20	F	Student
7	James Grey	40	M	Physician
8	Sarah Hall	25	F	Homemaker
9	Charles King	32	M	Engineer
10	Lucy Lee	18	F	Student
11	Thomas Miller	45	M	Lawyer
12	Rebecca Wilson	23	F	Teacher
13	George Young	38	M	Merchant
14	Frances Adams	21	F	Homemaker
15	Henry Baker	50	M	Physician
16	Isabel Clark	26	F	Teacher
17	Frank Evans	33	M	Engineer
18	Martha Fox	19	F	Student
19	David Harris	42	M	Lawyer
20	Julia Ives	24	F	Homemaker
21	Samuel Knight	37	M	Merchant
22	Elizabeth Lamb	27	F	Teacher
23	Charles Munn	31	M	Engineer
24	Anna Oakes	20	F	Student
25	John Paine	48	M	Physician
26	Sarah Quinn	22	F	Homemaker
27	Robert Reed	36	M	Merchant
28	Frances Shaw	21	F	Teacher
29	William Tamm	41	M	Engineer
30	Lucy Turner	18	F	Student
31	Thomas Vance	46	M	Lawyer
32	Rebecca Ward	23	F	Teacher
33	George Wells	39	M	Merchant
34	Frances White	21	F	Homemaker
35	Henry Wood	51	M	Physician
36	Isabel Wright	26	F	Teacher
37	Frank Young	34	M	Engineer
38	Martha Zane	19	F	Student
39	David Allen	43	M	Lawyer
40	Julia Baker	24	F	Homemaker
41	Samuel Carter	37	M	Merchant
42	Elizabeth Davis	27	F	Teacher
43	Charles Evans	31	M	Engineer
44	Anna Fox	20	F	Student
45	John Green	49	M	Physician
46	Sarah Hall	22	F	Homemaker
47	Robert King	35	M	Merchant
48	Frances Lamb	21	F	Teacher
49	William Miller	41	M	Engineer
50	Lucy Nelson	18	F	Student
51	Thomas Phillips	47	M	Lawyer
52	Rebecca Quinn	23	F	Teacher
53	George Reed	38	M	Merchant
54	Frances Shaw	21	F	Homemaker
55	Henry Tamm	52	M	Physician
56	Isabel Turner	26	F	Teacher
57	Frank Vance	33	M	Engineer
58	Martha Ward	19	F	Student
59	David Wells	44	M	Lawyer
60	Julia Wood	24	F	Homemaker
61	Samuel Wright	37	M	Merchant
62	Elizabeth Young	27	F	Teacher
63	Charles Zane	31	M	Engineer
64	Anna Adams	20	F	Student
65	John Baker	50	M	Physician
66	Sarah Clark	22	F	Homemaker
67	Robert Evans	36	M	Merchant
68	Frances Fox	21	F	Teacher
69	William Green	41	M	Engineer
70	Lucy Harris	18	F	Student
71	Thomas Ives	46	M	Lawyer
72	Rebecca Knight	23	F	Teacher
73	George Lamb	39	M	Merchant
74	Frances Miller	21	F	Homemaker
75	Henry Nelson	51	M	Physician
76	Isabel Phillips	26	F	Teacher
77	Frank Quinn	34	M	Engineer
78	Martha Reed	19	F	Student
79	David Shaw	43	M	Lawyer
80	Julia Tamm	24	F	Homemaker
81	Samuel Turner	37	M	Merchant
82	Elizabeth Vance	27	F	Teacher
83	Charles Wells	31	M	Engineer
84	Anna Wood	20	F	Student
85	John Wright	49	M	Physician
86	Sarah Young	22	F	Homemaker
87	Robert Zane	35	M	Merchant
88	Frances Adams	21	F	Teacher
89	William Baker	41	M	Engineer
90	Lucy Clark	18	F	Student
91	Thomas Evans	47	M	Lawyer
92	Rebecca Fox	23	F	Teacher
93	George Green	38	M	Merchant
94	Frances Harris	21	F	Homemaker
95	Henry Ives	52	M	Physician
96	Isabel Knight	26	F	Teacher
97	Frank Lamb	33	M	Engineer
98	Martha Miller	19	F	Student
99	David Nelson	44	M	Lawyer
100	Julia Phillips	24	F	Homemaker

TOTAL COUNT OF ENTRIES = 74		C O D E		T LAST Y		P FOLLOWUP	
-----COMPANY-----		ST	-----CONTACT-----	PHONE	E DATE	E	DATE
D	BENEFICIAL MANAGEMENT CORP.	NJ	Mr. Alan G. Rollins	201-781-3736	P		
R	BLUE CROSS OF WESTERN PA	PA	Mr. Bernie Goldbach	412-255-7000	P		
D	CHEMICAL BANK	NY	Mr. David Smith	212-820-2561	P	04/20/87	T
D	CIGNA	PA	Mr. Allan Loren	215-557-5252	P		
D	CONOCO, INC.	OK	Mr. William M. McGee	405-767-3241	P		
D	DELOITTE, HASKINS & SELLS	CA	Mr. Michael G. Devereil	393-4381	P	04/29/87	T
D	DIVERSIFIED ENERGIES INC.	MN	Mr. Albert D. Etchelecu	612-372-5002	P		
D	EASTMAN KODAK	NY	Mr. George Logemann	716-724-2164	P		
D	FIRST NATIONWIDE FINANCIAL	CA	Mr. Robert J. Barnum	772-1400	P		
N	HELENE CURTIS, INC.	IL	Mr. Thomas J. Gildea	312-661-0222	P	04/28/87	T
D	INTER. BUSINESS SERVICES	DC	Mr. Richard G. Backus	202-789-5200	P		
D	LORIMAR TELEPICTURES	CA	Mr. Steve Heckler	213-202-2291	P		
D	MARTIN MARIETTA DATA SYSTEMS	MD	Ms. Shirley Prutch	301-897-6369	P		
D	MASSACHUSETTS MUTUAL LIFE	MA	Mr. John J. Pajak	413-788-8411	P		
D	NATIONAL ADVANCED SYSTEMS	CA	Mr. Atam Lalchandani	962-6004	P		
D	OWENS-CORNING FIBERGLAS	OH	Mr. Paul Daverio	419-248-8647	P		
D	PAUL BERGER CONSULTING, INC.	NJ	Mr. Paul Berger	609-882-1133	P		
D	PHILLIPS PETROLEUM COMPANY	OK	Mr. Roy Dickson	918-661-5806	P		
D	TRANSAMERICA CORPORATION	CA	Mr. Peter Dawson	983-4242	P		
D	TRANSAMERICA CORPORATION	CA	Mr. William F. Meyer	767-3241	P		
D	UNION OIL COMPANY OF CA	CA	Mr. Gordon L. DoIfie	213-977-7358	P		
D	VISA INTERNATIONAL	CA	Ms. Laura A. Gregory	570-2178	P		
D	XEROX CORPORATION	NY	Mr. Robert Benjamin	716-423-1161	P		
D	YARWAY CORPORATION	PA	Mr. Rudolph V. Dutzean	215-825-2100	P		



## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: ANDAHL STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Greg Novak FOLLOW UP: 06/15/87  
TELEPHONE: 408-737-5093

TITLE/ADDRESS: Corporate Product Finance  
2200 Lawson  
Santa Clara, CA 95050

COMPANY NAME: AMERICAN HOECHST STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Stan Garczynski FOLLOW UP:  
TELEPHONE: 201-231-2020

TITLE/ADDRESS: Dir. IS Planning & Admin.  
Route 202/206 North  
Building D  
Somerville, NJ 08876

COMPANY NAME: AMERICAN PRESIDENT COMPANIES STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Ronald L. Olive FOLLOW UP:  
TELEPHONE: 272-8539

TITLE/ADDRESS: VP Information Resrouces Dept.  
1800 Harrison Street  
Oakland, CA 94612

COMPANY NAME: ANR PIPELINE COMPANY STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. David L. Bridge FOLLOW UP:  
TELEPHONE: 313-496-3882

TITLE/ADDRESS: Dir., Information Services  
500 Renaissance Center  
Detroit, MI 48243

COMPANY NAME: ARCO STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. James G. Bulgrin FOLLOW UP:  
TELEPHONE: 213-486-2013

TITLE/ADDRESS: Mgr., Electronics & Telecom.  
515 So. Flower Street  
Los Angeles, CA 90071

TO THE PRESIDENT OF THE UNIVERSITY OF CHICAGO  
FROM THE FACULTY OF THE DIVISION OF THE PHYSICAL SCIENCES  
SUBJECT: A RESOLUTION OF THE FACULTY OF THE DIVISION OF THE PHYSICAL SCIENCES  
APPROVED BY THE FACULTY OF THE DIVISION OF THE PHYSICAL SCIENCES  
ON MAY 1, 1968

WHEREAS the Faculty of the Division of the Physical Sciences  
has considered the report of the Committee on the  
Faculty of the Division of the Physical Sciences  
and has found it to be in accordance with the  
policy of the University of Chicago

Resolved, That the Faculty of the Division of the Physical Sciences  
do hereby approve the report of the Committee on the  
Faculty of the Division of the Physical Sciences  
and do hereby recommend that the University of Chicago  
adopt the same

IN WITNESS WHEREOF, the Faculty of the Division of the Physical Sciences  
has caused this Resolution to be signed by its officers  
and its members, and has caused it to be attested  
by its Secretary, this 1st day of May, 1968

ATTEST:  
SECRETARY OF THE FACULTY OF THE DIVISION OF THE PHYSICAL SCIENCES  
[Signature]  
[Signature]  
[Signature]

## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: ARTHUR ANDERSEN & COMPANY STATUS: C  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Betty Sheldon FOLLOW UP:  
  
TELEPHONE: 312-580-0069 RENEWAL DATE: 12/01/87  
CONTRACT AMT.: 7929  
  
TITLE/ADDRESS: Manager  
Room 2947  
69 West Washington  
Chicago, IL 60602

COMPANY NAME: ASHLAND AUTOMATION SERVICES STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Sandra C. Young FOLLOW UP:  
  
TELEPHONE:  
  
TITLE/ADDRESS: Technical Reference Center  
3475 Gabney Drive  
P.O. Box 14000  
Lexington, KY 40512

COMPANY NAME: BELL ATLANTIC VENTURE STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Peter McGinnis FOLLOW UP:  
  
TELEPHONE: 609-890-7153  
  
TITLE/ADDRESS: Director, MIS  
SERVICES, INC.  
104 Carnegie Center  
Princeton, NJ 08540

COMPANY NAME: BENEFICIAL MANAGEMENT CORP. STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Alan G. Rollins FOLLOW UP:  
  
TELEPHONE: 201-781-3736  
  
TITLE/ADDRESS: Vice President, Personnel  
200 Beneficial Center  
Peapack, NJ 07977

COMPANY NAME: BLUE CROSS OF WESTERN PA STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Bernie Goldbach FOLLOW UP:  
  
TELEPHONE: 412-255-7000  
  
TITLE/ADDRESS: One Smithfield Street  
Pittsburgh, PA 15222





## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: BOEING COMPUTER SERVICES      STATUS: C  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Nancy Apostolou      FOLLOW UP:  
  
TELEPHONE: 206-865-5120      RENEWAL DATE: 12/01/87  
CONTRACT AMT.: 8400  
  
TITLE/ADDRESS: 2810 160th S.E.  
Bellevue, WA 98008

COMPANY NAME: BROADVIEW ASSOCIATES      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Susan Bard      FOLLOW UP:  
  
TELEPHONE: 201-461-7929  
  
TITLE/ADDRESS: Director, Market Research  
2115 Linwood Avenue  
Ft. Lee, NJ 07024

COMPANY NAME: CHEMICAL BANK      STATUS: P  
LAST CONTACT: 04/20/87  
PRIMARY CONTACT: Mr. David Smith      FOLLOW UP:  
  
TELEPHONE: 212-820-2561  
  
TITLE/ADDRESS: VP Emerging Technologies  
55 Water Street  
Room 110  
New York, NY 10172

COMPANY NAME: CIGNA      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Nancy Wendt      FOLLOW UP:  
  
TELEPHONE: 203-683-7324  
  
TITLE/ADDRESS: Systems Div Strategic Planning  
42 Waterside Crossing  
Windsor, CT 06095

COMPANY NAME: CIGNA      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Allan Loren      FOLLOW UP:  
  
TELEPHONE: 215-557-5252  
  
TITLE/ADDRESS: President, Systems Division  
1 Logan Square  
16th Floor  
Philadelphia, PA 19103

The first part of the paper is devoted to a discussion of the  
 various methods which have been proposed for the determination of  
 the rate of reaction between a solid and a liquid. These methods  
 are classified into three groups: (1) methods based on the  
 measurement of the change in weight of the solid, (2) methods  
 based on the measurement of the change in volume of the liquid,  
 and (3) methods based on the measurement of the change in  
 the concentration of the liquid. The first two groups of methods  
 are based on the assumption that the reaction is complete, and  
 the third group is based on the assumption that the reaction is  
 reversible. The first two groups of methods are generally more  
 accurate than the third group, but they are also more tedious.  
 The third group of methods is generally less accurate, but they  
 are also less tedious. The choice of method depends on the  
 nature of the reaction and the materials available.

## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: CITICORP INVESTMENT BANK      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Gerald BeIpaire      FOLLOW UP:  
  
TELEPHONE: 212-558-5037  
  
TITLE/ADDRESS: Vice President  
55 Water Street  
New York, NY 10043

COMPANY NAME: CLARK-O'NEILL, INC.      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Claire A. Centrella      FOLLOW UP:  
  
TELEPHONE: 201-945-3400  
  
TITLE/ADDRESS: VP Data Processing  
1 Broad Avenue  
Fairview, NJ 07022

COMPANY NAME: COMPUTER SCIENCES CORPORATION      STATUS: C  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Gail Lepard      FOLLOW UP:  
  
TELEPHONE: 213-615-0311      RENEWAL DATE: 12/01/87  
CONTRACT AMT.: 8925  
  
TITLE/ADDRESS: Dir., Corporate Mkt. Research  
2100 East Grand Avenue  
El Segundo, CA 90245

COMPANY NAME: CONOCO, INC.      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. William M. McGee      FOLLOW UP:  
  
TELEPHONE: 405-767-3241  
  
TITLE/ADDRESS: Drawer 1267  
Ponca City, OK 74601

COMPANY NAME: CONSUMERS POWER COMPANY      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Michael Campbell      FOLLOW UP:  
  
TELEPHONE: 517-788-1591  
  
TITLE/ADDRESS: Information & Systems Planning  
1945 West Parnell Road  
Jackson, MI 49201



## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME:	COOPERS & LYBRAND	STATUS:	F
PRIMARY CONTACT:	Mr. Peter V. Cohen	LAST CONTACT:	
TELEPHONE:	212-536-3181	FOLLOW UP:	
TITLE/ADDRESS: Dir., Mgt. Consulting Services 1251 Ave. of the Americas 3rd Floor New York, NY 10020			
COMPANY NAME:	DELOITTE, HASKINS & SELLS	STATUS:	P
PRIMARY CONTACT:	Mr. Michael G. Devereil	LAST CONTACT:	04/29/87
TELEPHONE:	393-4381	FOLLOW UP:	
TITLE/ADDRESS: Managing Director 44 Montgomery Street San Francisco, CA 94104			
COMPANY NAME:	DIGITAL EQUIPMENT CORPORATION	STATUS:	C
PRIMARY CONTACT:	Ms. Renata Baptiste	LAST CONTACT:	
TELEPHONE:	617-264-3539	RENEWAL DATE:	12/01/87
TITLE/ADDRESS:	200 Baker Avenue Concord, MA 01742-2190	CONTRACT ANT.:	3000
COMPANY NAME:	DIVERSIFIED ENERGIES INC.	STATUS:	P
PRIMARY CONTACT:	Mr. Albert D. Etchelecu	LAST CONTACT:	
TELEPHONE:	612-372-5002	FOLLOW UP:	
TITLE/ADDRESS: President & CEO 201 S. 7th Street Minneapolis, MN 55402			
COMPANY NAME:	EASTMAN KODAK	STATUS:	P
PRIMARY CONTACT:	Mr. George Logemann	LAST CONTACT:	
TELEPHONE:	716-724-2164	FOLLOW UP:	
TITLE/ADDRESS: 343 State Street Rochester, NY 14650			



## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: FEDERAL DATA CORPORATION                      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Mark Richardson                      FOLLOW UP:  
  
TELEPHONE: 301-986-0800  
  
TITLE/ADDRESS: 4601 North Park Avenue  
Chevy Chase, MD 20815

COMPANY NAME: FEDERAL HOME LOAN BANK                      STATUS: C  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Gary Buckner                      FOLLOW UP:  
  
TELEPHONE: 214-659-8604                      RENEWAL DATE: 12/01/87  
CONTRACT AMT.: 15000  
  
TITLE/ADDRESS: Vice President  
500 E. J. Carpenter Fwy.  
P.O. Box 619026  
Dallas/Ft. Worth, TX 75261-9026

COMPANY NAME: FEDERAL MOGUL CORPORATION                      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Lee Frizzel                      FOLLOW UP:  
  
TELEPHONE: 313-354-3042  
  
TITLE/ADDRESS: Software Services Manager  
World Headquarters  
26555 Northwestern Hwy.  
Southfield, MI 48034

COMPANY NAME: FIRST NATIONWIDE FINANCIAL                      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Robert T. Barnum                      FOLLOW UP:  
  
TELEPHONE: 772-1400  
  
TITLE/ADDRESS: Vice President of Finance  
CORPORATION  
700 Market Street  
San Francisco, CA 94102

COMPANY NAME: FORD MOTOR COMPANY                      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Douglas A. Kilby                      FOLLOW UP:  
  
TELEPHONE: 313-322-9396  
  
TITLE/ADDRESS: Mgr., Planning & Development  
Room 1556, FMCC Bldg  
The American Road  
Dearborn, MI 48121

Activity	Resources
1. Read the text and answer the questions.	Textbook, p. 10-12
2. Listen to the audio and complete the notes.	Audio CD, p. 13
3. Watch the video and discuss the issues.	Video, p. 14
4. Write a short paragraph about the importance of community organization.	
5. Prepare a presentation on the role of community organizations in society.	
6. Research the history of community organization in your country.	
7. Interview a community organizer and write a report.	
8. Create a poster or brochure about community organization.	
9. Organize a community meeting or event.	
10. Write a letter to a local government official about community organization.	
11. Develop a plan for a community organization project.	
12. Conduct a survey of community organizations in your area.	
13. Analyze the challenges faced by community organizations.	
14. Evaluate the impact of community organizations on society.	
15. Compare and contrast community organizations in different cultures.	
16. Discuss the role of community organizations in social justice movements.	
17. Explore the relationship between community organizations and the state.	
18. Investigate the role of community organizations in disaster relief.	
19. Study the role of community organizations in environmental protection.	
20. Examine the role of community organizations in healthcare.	
21. Investigate the role of community organizations in education.	
22. Explore the role of community organizations in economic development.	
23. Discuss the role of community organizations in cultural preservation.	
24. Analyze the role of community organizations in social service provision.	
25. Evaluate the role of community organizations in social policy development.	
26. Compare the role of community organizations in different political systems.	
27. Discuss the role of community organizations in social innovation.	
28. Explore the role of community organizations in social entrepreneurship.	
29. Investigate the role of community organizations in social impact investing.	
30. Examine the role of community organizations in social capital building.	
31. Discuss the role of community organizations in social network formation.	
32. Explore the role of community organizations in social identity construction.	
33. Investigate the role of community organizations in social movement mobilization.	
34. Study the role of community organizations in social change advocacy.	
35. Analyze the role of community organizations in social policy implementation.	
36. Evaluate the role of community organizations in social service delivery.	
37. Compare the role of community organizations in different social sectors.	
38. Discuss the role of community organizations in social justice activism.	
39. Explore the role of community organizations in social policy reform.	
40. Investigate the role of community organizations in social innovation incubation.	
41. Examine the role of community organizations in social impact measurement.	
42. Discuss the role of community organizations in social capital assessment.	
43. Explore the role of community organizations in social network analysis.	
44. Investigate the role of community organizations in social identity research.	
45. Study the role of community organizations in social movement theory.	
46. Analyze the role of community organizations in social change research.	
47. Evaluate the role of community organizations in social policy evaluation.	
48. Compare the role of community organizations in different social systems.	
49. Discuss the role of community organizations in social justice education.	
50. Explore the role of community organizations in social policy development.	



## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: F.W. WOOLWORTH COMPANY                      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Charles Young                      FOLLOW UP:  
  
TELEPHONE: 212-553-2503  
  
TITLE/ADDRESS: Corporate Vice President, MIS  
233 Broadway, Rm 2407  
New York, NY 10007

COMPANY NAME: GTE DATA SERVICES                      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Larry Winship                      FOLLOW UP:  
  
TELEPHONE: 813-224-3803  
  
TITLE/ADDRESS: VP Information Mgt. & Admin.  
111 E. Madison  
Tampa, FL 33601

COMPANY NAME: GTE TELENET                      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Elaine Roy                      FOLLOW UP:  
  
TELEPHONE: 703-689-5194  
  
TITLE/ADDRESS: Information Center  
12490 Sunrise Valley Dr.  
Reston, VA 22096

COMPANY NAME: HAMMERMILL PAPER COMPANY                      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Henry S. Youd                      FOLLOW UP:  
  
TELEPHONE: 814-456-8811  
  
TITLE/ADDRESS: Dir., Corporate Info Services  
1540 East Lake Road  
Erie, PA 16533

COMPANY NAME: HELENE CURTIS, INC.                      STATUS: P  
LAST CONTACT: 04/28/87  
PRIMARY CONTACT: Mr. Thomas J. Gildea                      FOLLOW UP:  
  
TELEPHONE: 312-661-0222  
  
TITLE/ADDRESS: Business Information Svcs  
325 N. Wells Street  
Chicago, IL 60610



## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME:	HOGAN SYSTEMS, INC.	STATUS:	F
PRIMARY CONTACT:	Ms. Sandy Alvarez	LAST CONTACT:	
TELEPHONE:	214-386-0020	FOLLOW UP:	
TITLE/ADDRESS:	Coordinator 5080 Spectrum Drive Dallas, TX 75248		
COMPANY NAME:	IBM CORPORATION	STATUS:	C
PRIMARY CONTACT:	NONE	LAST CONTACT:	
TELEPHONE:		FOLLOW UP:	
TITLE/ADDRESS:	CAD Information Center Department 72/DYL White Plains, NY 10604	RENEWAL DATE:	12/01/87
		CONTRACT AMT.:	14000
COMPANY NAME:	INTER. BUSINESS SERVICES	STATUS:	P
PRIMARY CONTACT:	Mr. Richard G. Backus	LAST CONTACT:	
TELEPHONE:	202-789-5200	FOLLOW UP:	
TITLE/ADDRESS:	Executive Vice President 1090 Vermont Avenue Washington, DC 20005		
COMPANY NAME:	LEVI STRAUSS	STATUS:	C
PRIMARY CONTACT:	Mr. Bill Eaton	LAST CONTACT:	
TELEPHONE:	544-7590	FOLLOW UP:	
TITLE/ADDRESS:	Senior Vice President 1155 Battery Street San Francisco, CA 94111	RENEWAL DATE:	01/31/88
		CONTRACT AMT.:	9500
COMPANY NAME:	LITTON COMPUTER SERVICES	STATUS:	C
PRIMARY CONTACT:	Mr. Jim Chalker	LAST CONTACT:	
TELEPHONE:	818-715-5213	FOLLOW UP:	
TITLE/ADDRESS:	Director, Computer Services 5490 Canoga Avenue P.O. Box 4040 Woodland Hills, CA 91367-4040	RENEWAL DATE:	12/01/87
		CONTRACT AMT.:	11610



## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: LORIMAR TELEPICTURES                      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Steve Heckler                      FOLLOW UP:  
  
TELEPHONE: 213-202-2291

TITLE/ADDRESS: Senior Vice President  
3970 Overland Avenue  
Culver City, CA 90232

COMPANY NAME: MARRIOTT CORPORATION                      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Arthur G. Hilley                      FOLLOW UP:  
  
TELEPHONE: 301-897-1312

TITLE/ADDRESS: Dir. Planning & Administration  
1 Marriott Drive  
  
Bethesda, MD 20058

COMPANY NAME: MARRIOTT CORPORATION                      STATUS: F  
LAST CONTACT: 03/19/87  
PRIMARY CONTACT: Mr. Ed Kraus                      FOLLOW UP:  
  
TELEPHONE: 301-897-1312

TITLE/ADDRESS: Dir., Plans & Controls  
1 Marriott Drive  
Bethesda, MD 20058

COMPANY NAME: MARTIN MARIETTA DATA SYSTEMS                      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Shirley Prutch                      FOLLOW UP:  
  
TELEPHONE: 301-897-6369

TITLE/ADDRESS: Vice President  
6801 Rockledge Drive  
Bethesda, MD 20034

COMPANY NAME: MASSACHUSETTS MUTUAL LIFE                      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. John J. Pajak                      FOLLOW UP:  
  
TELEPHONE: 413-788-8411

TITLE/ADDRESS: Executive Vice President  
Corporate Headquarters  
Springfield, MA 01111

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## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: MATSUSHITA ELECTRIC CORP      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Frederic A. Hardi      FOLLOW UP:

TELEPHONE: 201-348-7040

TITLE/ADDRESS: General Manager  
OF AMERICA  
One Panasonic Way  
Secaucus, NJ 07094

COMPANY NAME: MEAD DATA CENTRAL      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Ms Carol Herrick      FOLLOW UP:

TELEPHONE: 513-865-6994

TITLE/ADDRESS: 9393 Springboro Pike  
Dayton, OH 45401

COMPANY NAME: MICHIGAN CONSOLIDATED GAS      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Kay L. Ames      FOLLOW UP:

TELEPHONE: 313-256-5469

TITLE/ADDRESS: Corporate Library  
500 Griswold  
Detroit, MI 48226

COMPANY NAME: NATIONAL ADVANCED SYSTEMS      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Atam Lalchandani      FOLLOW UP:

TELEPHONE: 962-6004

TITLE/ADDRESS: VP Finance & Administration  
800 Middlefield Road  
P.O. Box 7300  
Mountain View, CA 94042

COMPANY NAME: NORTHROP CORPORATION      STATUS: C  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Art Brock      FOLLOW UP:

TELEPHONE: 213-970-6603

RENEWAL DATE: 01/00/00  
CONTRACT AMT.: 0

TITLE/ADDRESS: IR Administrative Manager  
One Northrop Avenue  
4001/34  
Hawthorne, CA 90250

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## 05/05/87

COMPANY NAME: PHILLIPS PETROLEUM COMPANY STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Roy Dickson FOLLOW UP:  
TELEPHONE: 918-661-5806  
TITLE/ADDRESS: 415-A Information Center  
Bartlesville, OK 74004



## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: PLANNING RESEARCH CORP. STATUS: F  
PRIMARY CONTACT: Mr. A. S. Gianoplus LAST CONTACT:  
FOLLOW UP:  
TELEPHONE: 703-556-1060

TITLE/ADDRESS: President  
1500 Planning Research Dr  
McLean, VA 22102

COMPANY NAME: PPG INDUSTRIES, INC. STATUS: F  
PRIMARY CONTACT: Mr. John D. Canter LAST CONTACT:  
FOLLOW UP:  
TELEPHONE: 412-434-3273

TITLE/ADDRESS: Mgr., Info Systems Consulting  
One PPG Place  
4th Floor East  
Pittsburgh, PA 15272

COMPANY NAME: ROCHESTER GAS & ELECTRIC STATUS: F  
PRIMARY CONTACT: Mr. Robert E. Laws LAST CONTACT:  
FOLLOW UP:  
TELEPHONE: 716-724-8783

TITLE/ADDRESS: Dir., Information Systems  
89 East Avenue  
Rochester, NY 14649

COMPANY NAME: SCHERING PLOUGH CORPORATION STATUS: C  
PRIMARY CONTACT: Mr. Michael Stuckney LAST CONTACT:  
FOLLOW UP:  
TELEPHONE: 201-820-6313 RENEWAL DATE: 12/01/87  
CONTRACT AMT.: 0

TITLE/ADDRESS: Dir.-Information Facilities  
U.S. Pharmaceutical  
Products Division  
Union, NJ 07083

COMPANY NAME: SCHERING PLOUGH CORPORATION STATUS: C  
PRIMARY CONTACT: Mr. William J. Hurley LAST CONTACT:  
FOLLOW UP:  
TELEPHONE: 201-558-4086 RENEWAL DATE: 12/01/87  
CONTRACT AMT.: 15000

TITLE/ADDRESS: VP, Mgt. Information Services  
Galloping Hill Road  
Kenilworth, NJ 07033



## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: SOCIAL SECURITY ADMINISTRATION STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Keith SoIheia FOLLOW UP:  
TELEPHONE: 301-594-9582

TITLE/ADDRESS: Project Officer  
SSA, OSI, SPS Systems  
Room 3-L26 Operations  
Baltimore, MD 21235

COMPANY NAME: SOUTHERN NEW ENGLAND TELEPHONE STATUS: C  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Joseph Cline FOLLOW UP:  
TELEPHONE: 203-771-3134 RENEWAL DATE: 12/01/87  
CONTRACT AMT.: 15000

TITLE/ADDRESS: 300 George Street, 7C3  
New Haven, CT 06506

COMPANY NAME: STANDARD OIL OF INDIANA STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Bruce Fingerle FOLLOW UP:  
TELEPHONE: 312-856-5178

TITLE/ADDRESS: Mgr. Telecommunications Network  
200 East Randolph Drive  
Chicago, IL 60080

COMPANY NAME: STROH BREWERY COMPANY STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Joseph J. Franzem FOLLOW UP:  
TELEPHONE: 313-446-2540

TITLE/ADDRESS: Vice President  
1 Joseph Campau Avenue  
Detroit, MI 48104

COMPANY NAME: SUN COMPANY, INC. STATUS: F  
LAST CONTACT: 05/04/87  
PRIMARY CONTACT: Mr. Dudley P. Cooke FOLLOW UP:  
TELEPHONE: 215-293-6277

TITLE/ADDRESS: General Mgr., Info Systems  
100 Matsonford Road  
Radnor, PA 19087

The first part of the paper discusses the importance of the study and the objectives of the research. It also provides a brief overview of the methodology used in the study.

The second part of the paper presents the results of the study. It includes a detailed analysis of the data and a discussion of the findings.

The third part of the paper discusses the implications of the study and the conclusions drawn from the research. It also provides a summary of the key findings.

The fourth part of the paper provides a conclusion and a summary of the main points of the study. It also includes a list of references.

The fifth part of the paper provides a detailed analysis of the data and a discussion of the findings. It includes a list of references.

The sixth part of the paper discusses the implications of the study and the conclusions drawn from the research. It also provides a summary of the key findings.

The seventh part of the paper provides a conclusion and a summary of the main points of the study. It also includes a list of references.

The eighth part of the paper provides a detailed analysis of the data and a discussion of the findings. It includes a list of references.

The ninth part of the paper discusses the implications of the study and the conclusions drawn from the research. It also provides a summary of the key findings.

The tenth part of the paper provides a conclusion and a summary of the main points of the study. It also includes a list of references.

The eleventh part of the paper provides a detailed analysis of the data and a discussion of the findings. It includes a list of references.

The twelfth part of the paper discusses the implications of the study and the conclusions drawn from the research. It also provides a summary of the key findings.

## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: TRANSAMERICA CORPORATION      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Peter Dawson      FOLLOW UP:  
  
TELEPHONE: 983-4242  
  
TITLE/ADDRESS: Vice President  
600 Montgomery Street  
San Francisco, CA 94111

COMPANY NAME: TRANSAMERICA CORPORATION      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. William F. Meyer      FOLLOW UP:  
  
TELEPHONE: 767-3241  
  
TITLE/ADDRESS: Corporate Telecommunications  
600 Montgomery Street  
San Francisco, CA 94111

COMPANY NAME: TRINTEX      STATUS: F  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Dave Sullivan      FOLLOW UP:  
  
TELEPHONE: 914-993-2439  
  
TITLE/ADDRESS: Director, Market Research  
123 Main Street  
White Plains, NY 10601

COMPANY NAME: UNION OIL COMPANY OF CA      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Gordon L. Dolfie      FOLLOW UP:  
  
TELEPHONE: 213-977-7358  
  
TITLE/ADDRESS: 461 S. Boylston Street  
Los Angeles, CA 90017

COMPANY NAME: UNIVERSITY OF CALIFORNIA      STATUS: C  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Richard West      FOLLOW UP:  
  
TELEPHONE: 642-2646      RENEWAL DATE: 12/01/87  
CONTRACT AMT.: 13350  
  
TITLE/ADDRESS: AVP, Information Systems & Svc  
2199 Addison Street  
11A University Hall  
Berkeley, CA 94720

# and State of the Union

1. The President of the United States is elected by the people for a term of four years.

2. The President is the Commander in Chief of the Army and Navy, and holds the office of the Executive Power.

3. The President has the right to grant Reprieves and Pardons for all Crimes except Treason, Bribery, and other Crimes against the United States.

4. The President has the right to make and receive Ambassadors and other public Ministers.

5. The President has the right to make Treaties, provided two thirds of the Senators present concur.

6. The President has the right to nominate and to receive Ambassadors and other public Ministers.

7. The President has the right to nominate and to receive Judges of the Supreme and inferior Courts.

8. The President has the right to nominate and to receive Officers of the Army, Navy, and other Departments.

9. The President has the right to nominate and to receive Officers of the Post Office and other Departments.

10. The President has the right to nominate and to receive Officers of the Customs and other Departments.

11. The President has the right to nominate and to receive Officers of the Mint and other Departments.

12. The President has the right to nominate and to receive Officers of the Land Office and other Departments.

13. The President has the right to nominate and to receive Officers of the Treasury and other Departments.

14. The President has the right to nominate and to receive Officers of the War and other Departments.

15. The President has the right to nominate and to receive Officers of the Navy and other Departments.

16. The President has the right to nominate and to receive Officers of the Post Office and other Departments.

17. The President has the right to nominate and to receive Officers of the Customs and other Departments.

18. The President has the right to nominate and to receive Officers of the Mint and other Departments.

19. The President has the right to nominate and to receive Officers of the Land Office and other Departments.

20. The President has the right to nominate and to receive Officers of the Treasury and other Departments.

21. The President has the right to nominate and to receive Officers of the War and other Departments.

22. The President has the right to nominate and to receive Officers of the Navy and other Departments.

23. The President has the right to nominate and to receive Officers of the Post Office and other Departments.

24. The President has the right to nominate and to receive Officers of the Customs and other Departments.

25. The President has the right to nominate and to receive Officers of the Mint and other Departments.



## DETAILED ISP CLIENT/PROSPECT FILE

05/05/87

COMPANY NAME: VIRGINIA POWER & ELECTRIC      STATUS: C  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Dennis Kreter      FOLLOW UP:  
  
TELEPHONE: 804-771-4550      RENEWAL DATE: 12/01/87  
CONTRACT AMT.: 3500  
  
TITLE/ADDRESS: P.O. Box 2666  
Richmond, VA 23261

COMPANY NAME: VISA INTERNATIONAL      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Ms. Laura A. Gregory      FOLLOW UP:  
  
TELEPHONE: 570-2178  
  
TITLE/ADDRESS: Department Head  
Sitching & Autho. Svcs.  
P.O. Box 8999  
San Francisco, CA 94128

COMPANY NAME: XEROX CORPORATION      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. Robert Benjamin      FOLLOW UP:  
  
TELEPHONE: 716-423-1161  
  
TITLE/ADDRESS: Mgr, Corporate Systems PIng.  
Xerox Square - 052  
Rochester, NY 14644

COMPANY NAME: YARWAY CORPORATION      STATUS: P  
LAST CONTACT:  
PRIMARY CONTACT: Mr. RudoIph V. Dutzman      FOLLOW UP:  
  
TELEPHONE: 215-825-2100  
  
TITLE/ADDRESS: Vice Presdient  
Corporate Headquarters  
Blue Bell, PA 19422

THE HISTORY OF THE  
CITY OF BOSTON

From the first settlement in 1630 to the present time  
The city of Boston was founded in 1630 by a group of Puritan settlers from England. They came to the New World seeking religious freedom and a place to practice their faith. The city was named after the English city of Boston, which was the home of many of the settlers. The city grew rapidly in the years following its founding, and by the mid-17th century it was one of the largest and most important cities in the New England region. The city played a key role in the American Revolution, and it was the site of many important events, including the Boston Tea Party and the Battle of the Clouds. The city has a rich history and a strong sense of community, and it continues to be an important center of commerce and culture in the United States.

05/05/87

## LISTING OF ISP CLIENT/PROSPECT FILE

C = Client  
F = Former Client  
P = Prospect  
Page 1

Primary Contact

TOTAL COUNT OF ENTRIES = 74								
-----COMPANY-----	ST	-----CONTACT-----	PHONE	C	D	E	LAST CONTACT DATE	T Y P E FOLLOWUP DATE
ARTHUR ANDERSEN & COMPANY	IL	Ms. Betty Sheldon	312-580-0069	C				
BOEING COMPUTER SERVICES	WA	Ms. Nancy Apostolou	206-865-5120	C				
COMPUTER SCIENCES CORPORATION	CA	Ms. Gail Leppard	213-615-0311	C				
DIGITAL EQUIPMENT CORPORATION	MA	Ms. Renata Baptiste	617-264-3539	C				
FEDERAL HOME LOAN BANK	TX	Mr. Gary Buckner	214-659-8604	C				
IBM CORPORATION	NY	NONE		C				
LEVI STRAUSS	CA	Mr. Bill Eaton	544-7590	C				
LITTON COMPUTER SERVICES	CA	Mr. Jim Chalker	818-715-5213	C				
NORTHROP CORPORATION	CA	Mr. Art Brock	213-970-6603	C				
NORTHROP CORPORATION	CA	Mr. Bernard Slotnick	213-970-2618	C				
SCHERING PLOUGH CORPORATION	NJ	Mr. William J. Hurley	201-558-4086	C				
SCHERING PLOUGH CORPORATION	NJ	Mr. Michael Stuckney	201-820-6313	C				
SOUTHERN NEW ENGLAND TELEPHONE	CT	Mr. Joseph Cline	203-771-3134	C				
UNIVERSITY OF CALIFORNIA	CA	Mr. Richard West	642-2646	C				
VIRGINIA POWER & ELECTRIC	VA	Mr. Dennis Kreter	804-771-4550	C				
AMDAHL	CA	Mr. Greg Novak	408-737-5093	F				06/15/87
AMERICAN HOESCHT	NJ	Mr. Stan Garczynski	201-231-2020	F				
AMERICAN PRESIDENT COMPANIES	CA	Mr. Ronald L. Olive	272-8539	F				
AMR PIPELINE COMPANY	MI	Mr. David L. Bridge	313-496-3882	F				
ASHLAND AUTOMATION SERVICES	KY	Ms. Sandra C. Young		F				
BELL ATLANTIC VENTURE	NJ	Mr. Peter McGinnis	609-890-7153	F				
BROADVIEW ASSOCIATES	NJ	Ms. Susan Bard	201-461-7920	F				
CIGNA	CT	Ms. Nancy Wendt	203-683-7324	F				
CITICORP INVESTMENT BANK	NY	Mr. Gerald Belpaire	212-558-5037	F				
CLARK-O'NEILL, INC.	NJ	Ms. Claire A. Centrella	201-945-3400	F				
CONSUMERS POWER COMPANY	MI	Mr. Michael Campbell	517-788-1591	F				
COOPERS & LYBRAND	NY	Mr. Peter V. Cohen	212-536-3181	F				
FEDERAL DATA CORPORATION	MO	Mr. Mark Richardson	301-986-0800	F				
FEDERAL MORGUL CORPORATION	MI	Mr. Lee Frizzel	313-354-3042	F				
FORD MOTOR COMPANY	MI	Mr. Douglas A. Kilby	313-322-9396	F				
F.W. WOOLWORTH COMPANY	NY	Mr. Charles Young	212-553-2503	F				
GTE DATA SERVICES	FL	Mr. Larry Winship	813-224-3803	F				
GTE TELENET	VA	Ms. Elaine Roy	703-689-5194	F				
HANMERMILL PAPER COMPANY	PA	Mr. Henry S. Youd	814-456-8811	F				
HOGAN SYSTEMS, INC.	TX	Ms. Sandy Alvarez	214-386-0020	F				
MARRIOTT CORPORATION	MD	Mr. Ed Kraus	301-897-1312	F			03/19/87	T
MARRIOTT CORPORATION	MO	Mr. Arthur G. Hilley	301-897-1312	F				
MATSUSHITA ELECTRIC CORP	NJ	Mr. Frederic A. Hardi	201-348-7040	F				
MEAD DATA CENTRAL	OH	Ms. Carol Herrick	513-865-6994	F				
MICHIGAN CONSOLIDATED GAS	MI	Ms. Kay L. Ames	313-256-5469	F				
OHIO EDISON	OH	Ms. Lori Campbell	216-384-5335	F				
PLANNING RESEARCH CORP.	VA	Mr. A. S. Gianopius	703-556-1060	F				
PPG INDUSTRIES, INC.	PA	Mr. John O. Canter	412-434-3273	F				
ROCHESTER GAS & ELECTRIC	NY	Mr. Robert E. Laws	716-724-0783	F				
SOCIAL SECURITY ADMINISTRATION	MD	Mr. Keith Solheim	301-594-9582	F				
STANDARD OIL OF INDIANA	IL	Mr. Bruce Fingerle	312-856-5178	F				
STROH BREWERY COMPANY	MI	Mr. Joseph J. Franzema	313-446-2540	F				
SUN COMPANY, INC.	PA	Mr. Oudley P. Cooke	215-293-6277	F			05/04/87	T
TRINTEX	NY	Mr. Dave Sullivan	914-993-2439	F				
ARCO	CA	Mr. James G. Bulgrin	213-486-2013	P				



TOTAL COUNT OF ENTRIES =		74			C	T	
-----COMPANY-----		ST	-----CONTACT-----	PHONE	D	Y	
					E	LAST	
						CONTACT	
						DATE	
						FOLLOWUP	
						DATE	
D	BENEFICIAL MANAGEMENT CORP.	NJ	Mr. Alan G. Rollins	201-781-3736	P		
R	BLUE CROSS OF WESTERN PA	PA	Mr. Bernie Goldbach	412-255-7000	P		
D	CHEMICAL BANK	NY	Mr. David Smith	212-820-2561	P	04/20/87	T
D	CIGNA	PA	Mr. Allan Loren	215-557-5252	P		
D	CONOCO, INC.	OK	Mr. William M. McGee	405-767-3241	P		
D	DELOITTE, HASKINS & SELLS	CA	Mr. Michael G. Deverell	393-4381	P	04/29/87	T
D	DIVERSIFIED ENERGIES INC.	MN	Mr. Albert D. Etchelecu	612-372-5002	P		
D	EASTMAN KODAK	NY	Mr. George Logemann	716-724-2164	P		
D	FIRST NATIONWIDE FINANCIAL	CA	Mr. Robert J. Parnum	772-1400	P		
N	HELENE CURTIS, INC.	IL	Mr. Thomas J. Gildea	312-661-0222	P	04/28/87	T
D	INTER. BUSINESS SERVICES	DC	Mr. Richard G. Backus	202-789-5200	P		
D	LORIMAR TELEPICTURES	CA	Mr. Steve Heckler	213-202-2291	P		
D	MARTIN MARIETTA DATA SYSTEMS	MD	Ms. Shirley Prutch	301-897-6369	P		
D	MASSACHUSETTS MUTUAL LIFE	MA	Mr. John J. Pajak	413-788-8411	P		
D	NATIONAL ADVANCED SYSTEMS	CA	Mr. Atam Lalchandani	962-6004	P		
D	OWENS-CORNING FIBERGLAS	OH	Mr. Paul Daverio	419-248-8647	P		
D	PAUL BERGER CONSULTING, INC.	NJ	Mr. Paul Berger	609-882-1133	P		
D	PHILLIPS PETROLEUM COMPANY	OK	Mr. Roy Dickson	918-661-5806	P		
D	TRANSAMERICA CORPORATION	CA	Mr. Peter Dawson	983-4242	P		
D	TRANSAMERICA CORPORATION	CA	Mr. William F. Meyer	767-3241	P		
D	UNION OIL COMPANY OF CA	CA	Mr. Gordon L. Dolfie	213-977-7358	P		
D	VISA INTERNATIONAL	CA	Ms. Laura A. Gregory	570-2178	P		
D	XEROX CORPORATION	NY	Mr. Robert Benjamin	716-423-1161	P		
D	YARWAY CORPORATION	PA	Mr. Rudolph V. Dutzman	215-825-2100	P		

↓  
D = Denny W. has some association.

N = Nancy has "

R = Randi has "

Nancy,

Detailed "Contact" data will be sent via DHL.

Randi



ISP-CORP ORDERS, 1985 COMPARED TO 1984

No.	COMPANY	Salesperson	Current Status	Subscriptions		Change % (+/-)	Comments
				\$ 1984	\$ 1985		
1.	Litton	George	Contract	3740	5131	37	
2.	Marriott	Gay Lm	Contract	4676	6092	30	
3.	Rochester Gas	Harvey	Contract	4630	11825	155	
4.	Clarke O'Neill	Harvey	Contract	4966	9025	82	
5.	A. Hoechst	Harvey	Contract	5468	7667	40	
6.	Andahl	George	Contract	2250	4300	91	
7.	GTE	Harvey	Contract	4950	6750	36	
8.	VA Elect. & Power	Bill	Contract	2250	3000	33	
9.	Ashland	Bill	Contract	4436	6075	37	
10.	IBM	Harvey	Contract	5022	5737	14	
11.	ANR	Harvey	Contract	2295	6667	191	
12.	Sch. Plough	Harvey	Contract	4868	6750	39	
13.	So. New England	Larry	Contract	4945	7942	61	New
14.	Ohio Edison	Nancy	Unresolv	4922	2500	-49	
15.	Hogan	George	Contract	2000	2960	43	
16.	U of Cal	George	Contract	0	7283	100	New
17.	Square D	Nancy	Contract	0	4986	100	New
18.	Canada Systems	Nancy	Contract	0	750	100	
19.	Woolworth	Harvey	Unresolv.	4625	0	-100	New VP; renew Q3
20.	Matsushita	Harvey	Unresolv.	3000	0	-100	High-waiting on Budget- May
21.	1st Nat'l Louis	Harvey	Unresolv.	2960	0	-100	No Renewal till May
22.	Rola	George	Unresolv.	900	0	-100	Enrolled in 12-84
23.	Orng Rock	Harvey	Unresolv.	2600	0	-100	Enrolled at end of 84
24.	BC of MD	Harvey	Unresolv.	2405	0	-100	Enrolled at end of 84
25.	BC Phil.	Harvey	Unresolv.	2275	0	-100	Enrolled at end of 84
26.	US West	George	Unresolv.	1000	0	-100	Enrolled at end of 84
27.	Nat. Seni	George	Loss	4420	0	-100	
28.	Bell Atlantic	Harvey	Loss	4520	0	-100	
29.	Soc. Sec.	Gay	Loss	2441	0	-100	RFP for Hotline only
30.	Hansermill	Harvey	Loss	4625	0	-100	Subscribes to EU and TC only
31.	St. Regis	Nancy	Loss	4625	0	-100	Acquired by Chacoian, not interested until 86
32.	TRW	George	Loss	3575	0	-100	
33.	BMISCA	George	Loss	4368	0	-100	Merged with EDS
34.	MISCON	Nancy	Loss	4436	0	-100	
35.	Hughes	George	Loss	3050	0	-100	
36.	PPG	Harvey	Loss	4923	0	-100	
37.	Northrup	George	Loss	4550	0	-100	Subscribes to S4
38.	Ford Motor	Nancy	Loss	4966	0	-100	Mgt reorganization
39.	Standard Oil	Nancy	Loss	5022	0	-100	
=====				=====	=====	==	
TOTALS				138004	105442	-24 %	44.30% of 1985 target
=====				=====	=====	==	

Update: 05/09/85





CONFIDENTIAL

ISP-SW ORDERS, 1985 COMPARED TO 1984

No.	COMPANY	Salesperson	Current Status	Subscriptions		Change % (+/-)	Comments
				\$ 1984	\$ 1985		
1.	Litton	George	Contract	3740	5129	37	
2.	Marriott	Gay Ln	Contract	4676	6092	30	
3.	Scherring	Harvey	Contract	5000	6750	35	
4.	U of Cal	George	Contract	4625	7284	57	
5.	CSC	George	Contract	3943	7666	94	
6.	SNET	Larry	Contract	4945	7666	55	
7.	BTE	Harvey	Contract	5000	6750	35	
8.	Northrup	George	Contract	4950	9500	92	
9.	Ashland	Bill	Contract	4413	6075	38	
10.	IBM	Harvey	Contract	5022	5738	14	
11.	AMR	Harvey	Contract	1785	6666	273	
12.	Hogan	George	Contract	6000	9110	52	
13.	Rochester Gas	Harvey	Contract	0	1000	100	
14.	Clarke O'Neill	Harvey	Contract	0	9025	100	
15.	Square D	Nancy	Contract	0	4987	100	
16.	Canada Systems	Nancy	Contract	0	750	100	
17.	Orng Rock	Harvey	Unresolv.	2600	0	-100	Subscribed at end of 84
18.	BC of MD	Harvey	Unresolv.	2418	0	-100	Subscribed at end of 84
19.	Bell Atlantic	Harvey	Unresolv.	4520	0	-100	High-Waiting-for-Budget-Apr
20.	Nat. Seni	George	Unresolv.	4420	0	-100	-FinancialProblems
21.	1st Nat'l Louis	Bill	Unresolv.	2976	0	-100	Reorganized possible renewal but not until 8
22.	Rola	George	Unresolv.	700	0	-100	Subscribed at end of 84
23.	US West	George	Unresolv.	1000	0	-100	Subscribed at end of 84
24.	Soc. Sec.	Gay	Loss	2441	0	-100	RFP for Hot line only
25.	A. Hoechst	Harvey	Loss	2665	0	-100	Subscribed to all other ISP programs
26.	Consumers	Nancy	Loss	4868	0	-100	
27.	MISCON	Nancy	Loss	4436	0	-100	
no 28.	Ohio Edison	Nancy	Loss	4922	0	-100	
29.	Ford Motor	Nancy	Loss	4966	0	-100	
30.	IRW	George	Loss	3975	0	-100	
31.	PPG	Harvey	Loss	4923	0	-100	
32.	Stroh's	Nancy	Loss	4867	0	-100	
33.	Standard Oil	Nancy	Loss	5022	0	-100	
TOTALS				116018	100188	-14 %	40.56% of 1985 target

Update: 04/09/85



# ISP-EUS ORDERS. 1985 COMPARED TO 1984

No.	COMPANY	Salesperson	Current Status	Subscriptions		Change % (+/-)	Comments
				\$ 1984	\$ 1985		
1.	Litton	George	Contract	3740	5131	37	
2.	Marriott	Gay Lm	Contract	4676	6092	30	
3.	Scherring	Harvey	Contract	4867	6750	39	
4.	Amer. Pres.	George	Contract	4625	8075	75	
5.	Rochester Gas	Harvey	Contract	4630	6413	39	
6.	SNET	Larry	Contract	4945	7667	55	
7.	A. Hoechst	Harvey	Contract	5467	7666	40	
8.	BTE	Harvey	Contract	4950	6750	36	
9.	Square D	Nancy	Contract	4950	7838	58	
10.	Ashland	Bill	Contract	4436	6075	37	
11.	IBM	Harvey	Contract	4995	5737	15	
12.	ANR	Harvey	Contract	1785	6667	274	
13.	Hogan	George	Contract	1000	2060	106	Financial Problems
14.	CIGNA	Larry	Contract	4950	9500	92	High-Check being processed
15.	U of Cal	George	Contract	0	7283	100	
16.	Hammermill	Harvey	Contract	0	10263	100	
17.	Canada Systems	Nancy	Contract	0	750	100	
18.	Northrup	George	Contract	0	9500	100	
19.	Woolworth	Bill	Unresolv.	4625	0	-100	
20.	Ohio Edison	Nancy	Unresolv.	4922	0	-100	Proposal for \$10k pending
21.	Matsushita	Harvey	Unresolv.	3600	0	-100	High-Waiting on Budget-Mar
22.	Fujitsu	ODS	Unresolv.	3670	0	-100	
23.	Bell Atlantic	Harvey	Unresolv.	4495	0	-100	High-Waiting-on-Budget-Apr
24.	Nat. Seai	George	Unresolv.	4495	0	-100	Financial Problems
25.	1st Nat'l Louis	Bill	Unresolv.	2976	0	-100	Reorganizes possible renewal but not until
26.	Bola	George	Unresolv.	900	0	-100	Subscribed at the end of 84
27.	Orag Rock	Harvey	Unresolv.	2600	0	-100	Subscribed at the end of 84
28.	BC of MD	Harvey	Unresolv.	2418	0	-100	Subscribed at the end of 84
29.	BC Phil.	Harvey	Unresolv.	2275	0	-100	Subscribed at the end of 84
30.	US West	George	Unresolv.	1000	0	-100	Subscribed at the end of 84
31.	Fed. Mogul	Nancy	Loss	4950	0	-100	
32.	Soc. Sec.	Gay	Loss	2429	0	-100	RFP for Hotline only pending
33.	Stroh's	Nancy	Loss	4888	0	-100	
34.	PPG	Harvey	Loss	4923	0	-100	
35.	Clarke O'Neill	Harvey	Loss	4966	0	-100	Renewed Corp & SH only
36.	St. Regis	Nancy	Loss	4625	0	-100	Merged with Champion, no interest until 86
37.	CSC	George	Loss	3943	0	-100	Reallocated spending with INPUT
38.	Standard Oil	Nancy	Loss	4995	0	-100	
39.	NISCON	Nancy	Loss	4412	0	-100	
40.	TRW	George	Loss	3975	0	-100	
=====				=====	=====	=====	
TOTALS				141676	120217	-15 %	49.07% of 1985 target
=====				=====	=====	=====	

Update: 04/09/85



ISP-TC ORDERS, 1985 COMPARED TO 1984

No.	COMPANY	Salesperson	Current Status	Subscriptions \$ 1984	\$ 1985	Change % (+/-)	Comments
1.	Marriott	Sam Linn	Contract	4677	6091	30	
2.	Scherring	Harvey	Contract	5000	6750	35	
3.	IBM	Harvey	Contract	5022	5738	14	
4.	Amer. Pres.	George	Contract	4625	5705	23	
5.	CSC	George	Contract	3942	7666	94	
6.	Hammershill	Harvey	Contract	4625	9212	99	
7.	Rochester Gas	Harvey	Contract	4630	6412	38	
8.	A. Hoechst	Harvey	Contract	2665	1917	-28	
9.	GTE	Harvey	Contract	5000	6750	35	
10.	Ashland	Bill	Contract	4436	6075	37	
11.	Square D	Nancy	Contract	4950	7837	58	
12.	CIGNA	Larry	Contract	4950	9500	92	High-Check being processed
13.	Andersen	Nancy	Contract	0	5844	100	
14.	Litton	George	Contract	0	5129	100	
15.	Canada Systems	Nancy	Contract	0	750	100	
16.	US West	George	Unresolv	1000	0	-100	Subscribed at end of 84
17.	BC Phil.	Harvey	Unresolv	2275	0	-100	Subscribed at end of 84
18.	BC of MD	Harvey	Unresolv	2418	0	-100	Subscribed at end of 84
19.	Org Rock	Harvey	Unresolv	2600	0	-100	Subscribed at end of 84
20.	Hogan	George	Unresolv	2000	0	-100	Financial Problems
21.	Bell Atlantic	Harvey	Unresolv	4520	0	-100	High-Waiting for budget-fpr
22.	Nat. Semi	George	Unresolv	4420	0	-100	Financial Problems
23.	1st Nat'l Louis	Bill	Unresolv	2976	0	-100	Reorganized possible but not until May
24.	Rola	George	Unresolv	900	0	-100	Subscribed at end of 84
25.	Ohio Edison	Nancy	Contract	4923	0	-100	Proposal for \$10k pending
26.	U. of Cal	George	Loss	4623	0	-100	Subscribes to all other ISP programs
27.	Soc. Sec.	Gay	Loss	2441	0	-100	RFP for Hotline only
28.	Fed. Mogul	Nancy	Loss	4950	0	-100	
29.	Ford Motor	Nancy	Loss	5000	0	-100	
30.	MISCON	Nancy	Loss	4436	0	-100	
31.	GMISCA	Nancy	Loss	4667	0	-100	
32.	TRW	George	Loss	3975	0	-100	
33.	Consumers	Nancy	Loss	4667	0	-100	
34.	PPS	Harvey	Loss	4923	0	-100	
35.	Standard Oil	Nancy	Loss	5022	0	-100	
				=====	=====	=====	==
TOTALS				127660	91376	-28 %	40.43% of 1985 target
				=====	=====	=====	==

Update: 04/09/85



**RESEARCH, ADVISORY AND STRATEGIC PLANNING SERVICES  
PARTIAL CLIENT LIST**

<p>A.H. Robins Abbott Labs ADI Advanced Computer Aerospaciale Aetna Air France Air Products &amp; Chemicals Alcoa Allegheny Allied Corp. Alpha Micro Amdahl Amerasia Hess American Airlines American Can American Cyanamid American Express American General American Hoechst American Int. Group American President Lines Amoco Apollo Apple Applied Data Research Applied Magnetics Aramco ARCO Arthur Andersen Arthur Young Avco BASF Bank of America BankOne Bank of Canada Bankers Trust Banks of Iowa Banques Populaires Barnett Computing Beatrice Becton-Dickinson Bell Canada Bell Labs Beneficial National Bergen-Brunswick BGS System Blue Cross/Blue Shield Boeing Borden British Col. Systems British Post Office</p>	<p>British Telecom Bull Burlington Industries Burroughs Cabot Corp. Campbell Soup Canada Life Can. Imp. Bank of Comm. Canada Systems Group Canadian Pacific Canadian Utilities Canadair Ltd Candle Corporation Cargill Carter Hawley Hale CCA Chemical Bank Centel Champion Int. Centron DPL Cen. for Disease Control CF Industries Chicago Transit Auth. Chrysler Chubb Group Of Ins. Ciba Geigy CIC CIGNA Cincom CIS Citicorp Citizens Bank &amp; Trust Citizens &amp; Southern City of Calgary City of Los Angeles Clorox CMI Coca-Cola Combustion Engineering Comdisco Commercial Union Commonwealth Of VA Compagnie Financier Compaq Computer Associates Computer Leasing Computer Leasing Corp. Computer Sciences Com. Sys. Leasing Ltd. Conn. Mutual Life Co-Operators Data Con Ed Consolidated Foods</p>	<p>Consolidated Healthcare Consolidated Natural Gas Continental Bank Convergent Technologies Crocker Bank CPT CSC CSDP (Wash. U.) C.S.S.T. CSX Cullinet Dana Corp. Dart/Kraft Data General Datapoint Dataserv DCA Decision Data Delta Air Lines DEST DEC Dept of Energy Mines &amp; Resources Dialogic Systems Duke Power D &amp; B Computing DuPont Eastman Kodak Eaton Corp. Econocom E.F. Hutton Elbit Electricite De France Emery Worldwide Equitable Ericsson Eur. Computer Systems Exxon Fairchild Industries FCA Federal Reserve Bank Fidelity Systems Finalco First Computer First Bank of Minn. First Boston First City Services First Nat. Chicago First Tennessee Floating Point Florida Power &amp; Light</p>	<p>FMC Corporation Ford Frost National Bank Four Phase Fujitsu Gaz Metropolitan General American General Dynamics General Electric General Foods General Mills General Public Utilities GM Gillette Gov't of Quebec Goodyear Greyhound Computer Grumman GSI GTE Guardian Life Harris Bank Harris Corporation Health &amp; Welfare of Can. Heller Int'l Henkel Hewlett-Packard Hitachi Honeywell Hospital Corp. Household International Houston L &amp; P Hudson Bay Company Humana Inc. Hughes Aircraft Hydro Quebec IBL ICI ICC Leasing Index Systems Inland Steel Insight Development Intech Intel Inter. Monetary Fund Irving Trust ITT Corporation John Hancock Johnson &amp; Johnson Jostens</p>	<p>Logabax LA Dpt. Water &amp; Power LTV Lumberman's Mutual Manitoba Data MTA Man. Hanover Trust Man. Traders Trust Marine Midland Bank MSA Marion Labs Mars Martin-Marletta Masstor Matra Informative McDonalds McDonnell Douglas McKesson Mead Corp. Memorex Mercedes-Benz Mendian Leasing Merrill Lynch Met. Life Ins. Met. Water of So. Ca. 3M Midlantic National Milliken MIPS Mission Industries Mitel Corp. Mobil Oil Monsanto Morgan Stanley Morrison-Knudsen Morton-Thiokol Motorola Mountain Bell M Tech NASA Nat. Advance Systems Nat. Aust. Bank Nat. Bureau of Stand. Nat. Computer Equip. Nat. Westminster Bank Naval Supply Systems Navistar Int'l NCR</p>
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New England Mutual	- RJ Reynolds	Texas Utilities	Wisconsin Power
New York Life	Rockwell	Timeplex	World Bank
- New York Telephone	Rohm & Haas	Timex	World Savings/ Golden West
- NEC	Rhone Poulenc	Touche Ross	
Nissei Sangyo	- Rolm	- Trans America	
Nixdorf		Trans Canada Pipeline	- Xerox
Norex	S.C. Johnson & Son		
North Amer. Computer	St Paul Companies	Ungermann-Bass	
Northrop	Sacilor	Unilease	
Northern States Power	Safeway Stores	Union Carbide	
Norstar	Salt River Project	Union Camp	
Northwest Computing	San Diego DP	Union Oil	
Northwestern National	San Diego Gas & Electric	Union Pacific Railroad	
Nova	Sand Technologies	- United Airlines	
	Sask Computer	United Data Systems	
Occidental Petroleum	Schering-Plough	United Technologies	
Office of Mgmt. & Budget	Scott Paper	US Air Force	
- Oki	- Security Pacific	US Army	
Olivetti	Shaklee	US Bancorp	
On-Line Software	Sharp do Brasil	US Defense Contracts	
Ontario Hydro	Shell Oil	US Dpt. of Agriculture	
Ontario Workers	SIAC	US Dpt. of Defense	
Owens-Corning Fiberglas	Siemens	US Dpt. of Education	
	- Singer	US Dpt. of Energy	
- Pacific Telephone	Smithkline Beckman	US Dpt. of Interior	
Pacesetter	Soft Switch	US Dpt. of Justice	
PACS	- Software A. G.	US Dpt. of Navy	
Paine Webber	Sonat	US Dpt. of State	
Pansophic	Southeast Bank	US Dpt. of Transportation	
Paramount Pictures	Southern Co	US Exec. Office of the President	
Penn Mutual	Southern Ca Gas	US General Svcs. Admin.	
Pennwalt	SNET	US Dpt. of Health & Human Services	
Pepsico	Southwestern Bell	US House of Reps.	
Perdue	Sperry Univac	US Leasing	
PHH Group	- Standard Oil	US Steel	
- Philip Morris	STE Generale		
Phoenix Leasing	STC	VWR Scientific	
Pitney Bowes	Sovran Bank	Valley National Bank	
Portland GE	Sun Company	VM Software	
- Prime Computer	Sun Life	Veterans Administration	
- Proctor & Gamble	Swissre Holding	Virginia Power	
Promodata	Systems Software	- Volkswagon	
Prudential	Systematics		
	Tampa Electric	W.W. Grainger	
Quaker Oats	Tandem	Wachovia Bank	
	Tenn. Valley Auth.	Wang	
Ralston Purina	Teradata	Warner-Lambert	
- Rand Corp.	Texaco	Wells Fargo	
- Raytheon	Texas Commerce Bank	Western Airlines	
- RCA	- Texas Instruments	Westinghouse	
Reliance Insurance			



INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

Date 2/8/85

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Amdahl	GDH		X	
American Hoechst	HCT	X		
American President	GDH	X		
Arthur Andersen	NAH			X
Ashland	WHD	X		
Bell Atlantic Venture	HCT	LOOKS GOOD		
CIGNA	LRM	REVIEW IN PROCESS		
Clark-O'Neill	HCT	X		
CSC	GDH	X		
Consumers Power	NAH			X
Federal Mogul	NAH	REVIEWED NEXT MONTH		
1st Nat'l Louisville	WHD		X	
Ford Motor	NAH			X
Fujitsu, Ltd.	ODS			
General Motors	NAH			X
GTE	HCT		X	
Hammermill Paper	HCT	X		
Hogan Systems	GDH	X		
Hughes Aircraft	GDH			X
IBM	HCT	X		
Litton Mellonics	GDH	X		
Marriott Corp	GRA	X		
Matsushita	HCT		X	
Michigan Consolid	NAH			X
National Semi	GDH			X
Northrop	GDH	X		
Ohio Edison	NAH			X
PPG Industries	HCT			X
Rochester G & E	HCT	X		
Champion (St. Regis)	NAH	SO TO FRANCE		

INPUT



## INFORMATION SYSTEMS PROGRAMS - 1985 Renewals

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Schering Plough	HCT	X		
Social Security Adm	<del>WHD</del> <sup>EXR A</sup>		X	
SNET	LRM	X		
Square D	NAH	X		
Standard Oil, IN	NAH			X
Strohs Brewery	NAH	UNRESOLVED		
TRW	GDH			X
U.C., Berkeley	GDH	X		
Virginia Power	WHD	X		
F. W. Woolworth	WHD	NOT A CANCEL BUT WILL NOT make DETERMINATION for several months		



## CUSTOMER SERVICES PROGRAM - 1985 Renewals

Date \_\_\_\_\_

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Amdahl	GDH		X (weak)	
AT&T	HCT	X		
Carterfone	GDH			X
Centronics	LRM		X	
Compugraphic	LRM		X	
Computervision	LRM	520 yes but	NO paperwork yet	
CDC	NAH	X		
Data General	LRM	X		
Datapoint	GDH	X		
Diconix	NAH			X
DEC	LRM	not up for	X (weak) several months	
Hewlett-Packard	GDH	X		
Honeywell	LRM	X		
IBM	HCT	X		
ICL, Ltd.	KLH	X		
Interline	GDH		X	
McAUTO	GDH	X		
Memorex	GDH	X		
Metaphor	GDH			X
NAS	GDH		X	X (Probable)
NCR	NAH	X		
Zilog	GDH		X (weak)	

OSP/EUROPE

3M	NAH	X		
BURROUGHS	NAH	50%		
CDC	NAH	X		
HEWLETT-PACKARD	GN	X		
AMDHL	GN			
PERKIN ELMER	HCT			
NCR	KLH			

X INPUT



## COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date \_\_\_\_\_

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
<i>ATIT</i>	<i>NCT</i>	X		
Ameritrust	NAH			
Anacomp	PAC/NAH			
ADR	HCT		X	
Arthur Andersen	NAH	X		
AVCO	LRM			X
Babcock & Wilcox	WHD			X
Bank of America	GDH	X		
Broadview	PAC/HCT	X		
Boeing CS	GDH	X		
Candle Corp	GDH			
Cincinnati Bell	NAH	X		
Citicorp	LRM	X		
CSC	GDH	X		
CDC	NAH	X		
Database Design	NAH	X		
Dun & Bradstreet	LRM	<i>Picked up SOFTWARE MOBILE for MAPS</i>		
EDS	GDH	X		
GEISCO	HCT <i>GRA</i>	X		
GSI	KLH			X
GTE	HCT	X		
Grumman	LRM			X
Hewlett-Packard	GDH	X		
Hogan Systems	GDH	X		
IBM	HCT	X		
IDA, Ireland	KLH		X	
IDB, N. Ireland	KLH			X
ITT Corporation	HCT			X
Litton Mellonics	GDH	X		
Lockheed Corp	GDH	X		
McAuto	NAH	X		
Mellon Bank	HCT		X	

INPUT





## COMPANY ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date \_\_\_\_\_

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
Moore Business Frms	HCT			X
The NewTrend Group	NAH	<i>meeting IN Feb.</i> <i>meeting IN Feb.</i>		
Norwest Information	NAH			
Rand Information	GDH	X		
Samsung	GDH			
Strategic Info	LRM	X		
Thorn-Emi	KLH	X		
TRW	GDH	X		
U.S. West	GDH	X		

INPUT



MARKET ANALYSIS AND PLANNING SERVICE - 1985 Renewals

Date \_\_\_\_\_

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
<i>AT&amp;T</i>	<i>HCT</i>	<i>X</i>		
Anacomp	PAC/NAH			
ADR	HCT		<i>X</i>	
Ashland	WHD			<i>X</i>
AVCO	LRM			<i>X</i>
Babcock & Wilcox	WHD	<i>X</i>		
Bank of America	GDH	<i>X</i>		
Bell Research	HCT	<i>X</i>		
Broadview	PAC/HCT			
Boeing CS	GDH	<i>X</i>		
Canada Systems Grp.	NAH		<i>X</i>	
Cincinnati Bell	NAH	<i>X</i>		
Citicorp	LRM	<i>X</i>		
Clark-O'Neill	HCT		<i>X</i>	
CSC	GDH	<i>X</i>		
Computer Task Grp	HCT			
EDS	GDH	<i>X</i>		
GTE	HCT	<i>X</i>		
Grumman	LRM			
Hogan Systems	GDH	<i>X</i>		
IBM	HCT	<i>X</i>		
IDC Services	GDH	<i>X</i>		
Info Associates	HCT		<i>X</i>	
Litton Mellonics	GDH	<i>X</i>		
Lockheed Corp	GDH	<i>X</i>		
MSA	WHD	<i>X</i>		
McAuto	NAH	<i>X</i>		
Mellon Bank	HCT		<i>X</i>	
Metier	GDH			<i>X</i>
Michigan Consolid	NAH			<i>X</i>

INPUT



## MARKET ANALYSIS AND PLANNING PROGRAM - 1985 Renewals

Date \_\_\_\_\_

CLIENT	SALES PERSON	RENEWED	VERBAL	CANCELLED
NCR	NAH			
Norwest Information	NAH			
Philadelphia Suburb	HCT			
Rand Information	GDH	X		
Scientific Computers	NAH			
SEI	HCT			X
Sterling Software	GDH	X		
Strategic Info	LRM	X		
SunData	HCT	X		
TRW	GDH	X		
U.S. West	GDH	X		
Walker Interactive	GDH			

INPUT



[illegible]





## PROPOSED REVISIONS TO ISP PROGRAM

1

JULY 2, 1987

The following is an analysis of the current status of the Information Systems Program (ISP) and a set of recommendations for revisions to the program structure, research approach and format. The report is organized into the following sections:

- Objectives
- Client/Prospect Views
- Other Factors
- Recommendations
- Proposed Program Format

### **OBJECTIVES**

The analysis and recommendations which follow are based on 32 discussions with clients and prospects, as well as a series of meetings with INPUT staff. The purpose was to analyze the current program and make recommendations for changes which will add value to the program for our current clients and stimulate significant growth in both revenue and profits.

### **CLIENT/PROSPECT VIEWS**

Of the thirty-two interviews conducted 16 were done face to face and the remainder by telephone. Six of the prospects were former clients of the program. The interviews were not structured; however, the following topics were covered in each:

- Usefulness and quality of the delivered information
- Relevancy of the research topics
- Satisfaction with the way material was presented
- Competitors' offerings
- Recommendations for improvement

### **Client Interviews**

Feedback from clients varied depending on whether they were users or vendors. The differences are apparent in the summaries presented below:

#### **Clients/Prospects**

- Most respondents felt the quality was "adequate". Two clients raised issues in the area of sampling. In particular sample size was questioned in the Annual Budget Report.

When questioned about usefulness most felt that the reports were "interesting" but suffered from a lack of practical advice. Most users would be happier if we recommended a "course of action" as a result of the research we undertook.

*Isn't this  
what we  
used to do!*



## PROPOSED REVISIONS TO ISP PROGRAM

2

- On relevancy of the subject matter, almost everyone felt that there were at least three of the reports that would be of definite interest, but there is a general feeling that most users would like to have more of a "chinese" menu approach, where they got to pick "x" from a list of "y".
- Comments on the way that material was presented were not as positive. People are not pleased with the concept that all the research is delivered at the end of the year. Most felt that the reports are too long to be given any serious consideration by top management. Four clients suggested that we present the results of the research in a sequence of reports on a given topic.
- We are definitely considered weak in comparison to Gartner when it comes to being "timely" on interpreting significant industry announcements, etc. Gartner is also viewed as having more depth on the material it does cover. However, our clients and prospects felt that focusing on a broader range of issues than Gartner was valuable.
- Some of the respondents' recommendations for improvement are discussed above. Other suggestions included:
  - . Regional Seminars
  - . Quarterly Newsletters
  - . More Frequent Communication
- On the subject of communication the reaction was universal. Almost everyone that I talked to had problems with the fact that they heard "nothing" from INPUT for most of the year. (This isn't surprising given the status of the program leadership over the past 18 months.)
- Almost everyone interviewed felt that the reports needed to be written from more of a user perspective. ISP user clients are primarily interested in the impact and implications of evolving technologies.

### Vendors

Vendors raised a lot more questions about the quality of the research. Sample size and quality were both brought up. They also would like a lot more statistical information in the reports and seem to see more value than users in the Annual Budget Report. This is not surprising, since by and large vendors use these reports as reference material for multiple industry segments.



Other Input

The telemarketing and sales people at INPUT feel the program and the reports are "hard to sell". There is, to my knowledge, no material available or training to support the sales efforts. Finally, the general view that the program has been tenuous and the target market ill-defined hasn't encouraged commitment to a strong sales effort.

OTHER FACTORS

Program Scope

Unlike MAPS, EDI and other INPUT offerings, ISP attempts to cover a very broad range of subject matter. This tends to dilute the focus and increase the difficulty of producing consistent quality.

Competitive Offerings

Clearly the biggest competitor for ISP is Gartner. Almost all of INPUT's former clients now use Gartner. IDC is probably a close second. Some respondents are considering or do subscribe to either PRISM or Noland & Norton.

The biggest resistance to ISP is the fact that many of the user organizations feel that they already have "information overload". Consequently, to sell ISP we need to displace one of these other competitors with a differentiated product. The redesign of the program has to address the "overload" issue.

CONCLUSIONS/RECOMMENDATIONS

Conclusions

- The program has to have more frequent user contact than in the past. Deliver more to the client in smaller doses.
- Research reports should give recommendations on what to do with regard to certain issues, as well as presented supporting factual analysis.
- The Annual Budget Report needs to be restructured.
- Specific sales and promotional strategies need to be developed which will assist INPUT's sales and marketing staff in selling the program.
- Pricing at \$10,500 is probably not too high for an improved program, but the incremental addition of \$4,500 for EDI is not going to sell.



## PROPOSED REVISIONS TO ISP PROGRAM

4

- The scope of the program is well beyond INPUT's inhouse capability to be credible in all subject areas. We need to have some way to supplement our internal capabilities with outside expertise while maintaining quality and retaining purchased expertise.
- The program should allow users to "pick from a menu" of offerings. Current revenues can't support much additional expenditure on research, so some other way of accomplishing this objective must be found.

### Recommendations

#### Research

- The Annual Budget Report should still be a part of the program, but the survey work should be done as one single survey and the sample number increased significantly. The report should contain data by sector, but not attempt to provide as much qualitative information on each.
- A plan to tap inside expertise to write more of individual research reports should be developed. However, the broad scope of the program will make it virtually impossible to cover all the topics of interest without going outside.

#### Outside Participation

- A small group outside consultants should be placed on retainer to supplement INPUT's internal expertise. Initial areas where help is needed include current knowledge on vendor architecture (IBM in particular), telecommunications and workstations.
- A user advisory board should be set up to increase user participation, monitor research quality and assist in identifying new research opportunities. Such a board could also be a source for case studies and endorsements.

#### Research Reports

We should attempt to offer more reports if possible, giving users the option of picking a subset from the list and purchasing additional ones at discounted prices. One way to accomplish this would be to present the research on a given subject area in segments. Some of the topics that we're covering this year such as DEC vs. IBM and Office Productivity would work well in a segmented format. Furthermore, each report should be announced in the newsletter, and marketing literature prepared in advance.





**Other**

To make the service easier to use, it might be possible to include the InfoSearch package as part of the service. This would give the clients an inhouse capability to more readily use the research material, and could lead to the sale of additional reports by making clients aware of reports that they might want to purchase.

**PROPOSED PROGRAM FORMAT**

**Program Structure**

- Program Management - As presently structured with an attempt made to get more of the research reports done in house.
- ISP Advisory Council - Consisting of eight to ten client executives. Objective to provide advice on research topics, review research project specifications, etc.
- ISP Technical Board - Consisting of 3 to 5 retained specialists responsible for newsletter articles, Hotline support, etc. in their areas of expertise.

**Deliverables**

- Annual Report - Restructured as defined by user advisory board.
- Research Reports - Six to be written, clients to select any four along with either two EDI reports or up to 4 CAMS reports.
- Quarterly Newsletter - To be published by the program with contributions from Technical Advisory Board.
- Hotline/Library/INPUT Annual Conference.
- Half Year Client FlyIn - Seminar format to review status of research, check client's current interest items. Should contain one feature speaker on the hottest research topic.
- Access to EDI or one other INPUT Conference.

**MARKETING APPROACH**

- Redesign the marketing literature to be consistent with any approved changes
- Develop a piece with deals with "how to sell" the program; including tips on overcoming resistance, dealing with the "information overload" issues, as well as competitors product lines, etc.



PROPOSED REVISIONS TO ISP PROGRAM

6

- Place more emphasis on developing advanced sales literature on reports.
- Focus on training a single sales rep to be expert in selling ISP.



DATE: 07/06/87

SUBJ: PROPOSED REVISIONS TO ISP

FROM: Denny

TO: RANDI

When I signed on, I promised Peter an assessment of the program and suggested revisions within three months. As you know, I've been talking to clients and prospects as well as everyone around here to get some opinions. I spent part of the weekend putting it all together in the attached. Would really like your thoughts. Graham has a copy, and I put one in Peter's mail box as well. I think that we need to sit down as a group and determine where we should go with any of these recommendations.

Denny...



DATE: 06/23/87

SUBJ: ISP SALES PLAN

FROM: Denny

TO: RANDI  
PETER

This should summarize yesterday's meeting:

1. Randi will have someone prepare a list of all INPUT's current clients who do not subscribe to ISP. Marketing will approach all of these for possible sales.
2. Randi will follow through on Blue Cross/Blue Shield National Association. I'll call, as suggested by Graham, and discuss how we think our program will meet their needs.
3. By the end of the week, I'll complete a list of former clients and current prospects who I feel we should invite to the Joint Client Conference. I'll work with Jan McD to see that the invitations get sent.

Denny...





DATE: 06/18/87

SUBJ: ISP PRICING

FROM: Denny

TO: Randi

You took me off guard yesterday when you said that the price for ISP was to be \$15,000 including EDI. I checked the price book this morning and I interpret it to be \$15,000 plus \$4,500 extra for EDI. Can we resolve as soon as you have a chance?

Denny...

Nancy  
CHRON



05/06/87

RANDI M. PAUL

5/5/87

The following summarizes our meeting on the marketing of ISP:

1. RDW to call all "prospect" accounts that he put on the ISP client/prospect list. RDW will take notes and pass them onto Randi and Jan McD suggesting which ones should be followed up and how.
2. Randi will give the account listing to Jan McD and have her add any available lost account information for entry into the system. Randi will add new prospects and appropriate detail to the file.
3. Randi will fax the account listing to Nancy in NJ. She and Nancy will make a schedule for calling all prospects (except those that RDW is doing the original leg work on).
4. RDW to make calls to East Coast clients/prospects and set up a schedule for attempting to see 4 per day during the week of May 18th. (RDW will coordinate with Don S. in NJ to see what can be done to have NJ office participation.

Meeting ended around 12:30 PM



TOTAL COUNT OF ENTRIES =		74				C	T
						D	LAST
						O	Y
-----COMPANY-----	ST	-----CONTACT-----	PHONE			E	DATE
							FOLLOWUP
							DATE
NORTHROP CORPORATION	CA	Mr. Art Brock	213-970-6603			C	
OHIO EDISON	OH	Ms. Lori Campbell	216-384-5335			F	
OWENS-CORNING FIBERGLAS	OH	Mr. Paul Daverio	419-248-8647			P	
PAUL BERGER CONSULTING, INC.	NJ	Mr. Paul Berger	609-882-1133			P	
PHILLIPS PETROLEUM COMPANY	OK	Mr. Roy Dickson	918-661-5806			P	
PLANNING RESEARCH CORP.	VA	Mr. A. S. Gianopulus	703-556-1060			F	
PPG INDUSTRIES, INC.	PA	Mr. John D. Canter	412-434-3273			F	
ROCHESTER GAS & ELECTRIC	NY	Mr. Robert E. Laws	716-724-8878			C	
SCHERING PLOUGH CORPORATION	NJ	Mr. Michael Stuckney	201-820-6313			C	
SCHERING PLOUGH CORPORATION	NJ	Mr. William J. Hurley	201-558-4086			C	
SOCIAL SECURITY ADMINISTRATION	MD	Mr. Keith Solheim	301-594-9582			F	
SOUTHERN NEW ENGLAND TELEPHONE	CT	Mr. Joseph Cline	203-771-3134			C	
STANDARD OIL OF INDIANA	IL	Mr. Bruce Fingerie	312-856-5178			F	
STROH BREWERY COMPANY	MI	Mr. Joseph J. Franzem	313-446-2540			F	
SUN COMPANY, INC.	PA	Mr. Dudley P. Cooke	215-293-6277			P	05/04/87 T
TRANSAMERICA CORPORATION	CA	Mr. William F. Meyer	767-3241			P	
TRANSAMERICA CORPORATION	CA	Mr. Peter Dawson	983-4242			P	
TRINTEX	NY	Mr. Dave Sullivan	914-993-2439			F	
UNION OIL COMPANY OF CA	CA	Mr. Gordon L. Dolfie	213-977-7358			P	
UNIVERSITY OF CALIFORNIA	CA	Mr. Richard West	642-2646			C	
VIRGINIA POWER & ELECTRIC	VA	Mr. Dennis Kreter	804-771-4550			C	
VISA INTERNATIONAL	CA	Ms. Laura A. Gregory	570-2178			P	
XEROX CORPORATION	NY	Mr. Robert Benjamin	716-423-1161			P	
YARWAY CORPORATION	PA	Mr. Rudolph V. Dutzman	215-825-2100			P	

CHICAGO, ILL., MAY 1, 1934

TO THE EDITOR:—I have just received your issue of April 29, 1934, and am sorry to find that the article on "The Role of the Physician in the Treatment of the Patient with a Fracture of the Hip" is not included in the table of contents. I am sure that this article will be of great interest to your readers.

I am sure that the article on "The Role of the Physician in the Treatment of the Patient with a Fracture of the Hip" will be of great interest to your readers. I am sure that this article will be of great interest to your readers.

I am sure that the article on "The Role of the Physician in the Treatment of the Patient with a Fracture of the Hip" will be of great interest to your readers. I am sure that this article will be of great interest to your readers.

I am sure that the article on "The Role of the Physician in the Treatment of the Patient with a Fracture of the Hip" will be of great interest to your readers. I am sure that this article will be of great interest to your readers.

I am sure that the article on "The Role of the Physician in the Treatment of the Patient with a Fracture of the Hip" will be of great interest to your readers. I am sure that this article will be of great interest to your readers.

TOTAL COUNT OF ENTRIES =	74						
-----COMPANY-----	ST	-----CONTACT-----	PHONE	C O D E	T Y P E O F C O N T A C T D A T E	F O L L O W U P D A T E	
AMDAHL	CA	Mr. Greg Novak	408-737-5093	F			06/15/87
AMERICAN HOESHT	NJ	Mr. Stan Garczynski	201-231-2020	F			
AMERICAN PRESIDENT COMPANIES	CA	Mr. Ronald L. Olive	272-8539	F			
ANR PIPELINE COMPANY	MI	Mr. David L. Bridge	313-496-3882	F			
ARCO	CA	Mr. James G. Bulgrin	213-484-2013	P			
ARTHUR ANDERSEN & COMPANY	IL	Ms. Betty Sheldon	312-580-0069	C			
ASHLAND AUTOMATION SERVICES	KY	Ms. Sandra C. Young		F			
BELL ATLANTIC VENTURE	NJ	Mr. Peter McGinnis	609-890-7153	F			
BENEFICIAL MANAGEMENT CORP.	NJ	Mr. Alan G. Rollins	201-781-3736	P			
BLUE CROSS OF WESTERN PA	PA	Mr. Bernie Goldbach	412-255-7000	P			
BOEING COMPUTER SERVICES	WA	Ms. Nancy Apostolou	206-865-5120	C			
BROADVIEW ASSOCIATES	NJ	Ms. Susan Bard	201-461-7929	F			
CHEMICAL BANK	NY	Mr. David Smith	212-820-2561	P	04/20/87	T	
CIGNA	PA	Mr. Allan Loren	215-557-5252	P			
CIGNA	CT	Ms. Nancy Wendt	203-683-7324	F			
CITICORP INVESTMENT BANK	NY	Mr. Gerald Belpaire	212-558-5037	F			
CLARK-O'NEILL, INC.	NJ	Ms. Claire A. Centrella	201-945-3400	F			
COMPUTER SCIENCES CORPORATION	CA	Ms. Gail Lepard	213-615-0311	C			
CONOCO, INC.	OK	Mr. William M. McGee	405-767-3241	P			
CONSUMERS POWER COMPANY	MI	Mr. Michael Campbell	517-788-1591	F			
COOPERS & LYBRAND	NY	Mr. Peter V. Cohen	212-536-3181	F			
DELOITTE, HASKINS & SELLS	CA	Mr. Michael G. Deverell	393-4381	P	04/29/87	T	
DIGITAL EQUIPMENT CORPORATION	MA	Ms. Renata Baptiste	617-264-3539	C			
DIVERSIFIED ENERGIES INC.	MN	Mr. Albert O. Etchelecu	612-372-5002	P			
EASTMAN KODAK	NY	Mr. George Logemann	716-724-2164	P			
FEDERAL DATA CORPORATION	MO	Mr. Mark Richardson	301-986-0800	F			
FEDERAL HOME LOAN BANK	TX	Mr. Gary Buckner	214-659-8604	C			
FEDERAL MORGAN CORPORATION	MI	Mr. Lee Frizzle	313-354-3042	F			
FIRST NATIONWIDE FINANCIAL	CA	Mr. Robert T. Barnum	772-1400	P			
FORD MOTOR COMPANY	MI	Mr. Douglas A. Kilby	313-322-9396	F			
F.W. WOOLWORTH COMPANY	NY	Mr. Charles Young	212-553-2503	F			
GTE DATA SERVICES	FL	Mr. Larry Winship	813-224-3803	F			
GTE TELENET	VA	Ms. Elaine Roy	703-689-5194	F			
HAMMERMILL PAPER COMPANY	PA	Mr. Henry S. Youd	814-456-8811	F			
HELENE CURTIS, INC.	IL	Mr. Thomas J. Gildea	312-661-0222	P	04/28/87	T	
HOGAN SYSTEMS, INC.	TX	Ms. Sandy Alvarez	214-386-0020	F			
IBM CORPORATION	NY	NONE		C			
INTER. BUSINESS SERVICES	DC	Mr. Richard G. Backus	202-789-5200	P			
LEVI STRAUSS	CA	Mr. Bill Eaton	544-7590	C			
LITTON COMPUTER SERVICES	CA	Mr. Jim Chalker	818-715-5213	C			
LORTMAR TELEPICTURES	CA	Mr. Steve Heckler	213-202-2291	P			
MARRIOTT CORPORATION	MO	Mr. Ed Kraus	301-897-1312	F	03/19/87	T	
MARRIOTT CORPORATION	MD	Mr. Arthur G. Hilley	301-897-1312	F			
MARTIN MARIETTA DATA SYSTEMS	MD	Ms. Shirley Prutch	301-897-6369	P			
MASSACHUSETTS MUTUAL LIFE	MA	Mr. John J. Pajak	413-788-8411	P			
MATSUSHITA ELECTRIC CORP	NJ	Mr. Frederic A. Hardi	201-348-7040	F			
MEAD DATA CENTRAL	OH	Ms. Carol Herrick	513-865-6994	F			
MICHIGAN CONSOLIDATED GAS	MI	Ms. Kay L. Ames	313-256-5469	F			
NATIONAL ADVANCED SYSTEMS	CA	Mr. Atan Lalchandani	962-6004	P			
NORTHROP CORPORATION	CA	Mr. Bernard Slotnick	213-970-2618	C			

The following is a list of the names of the members of the American Medical Association who have been elected to the office of President of the Association for the year 1911.

The President of the Association for the year 1911 is Dr. J. C. Brainerd, of Chicago, Ill.

The Vice-Presidents of the Association for the year 1911 are Dr. J. H. Hays, of New York, N. Y., and Dr. J. H. Hays, of New York, N. Y.

The Secretary of the Association for the year 1911 is Dr. J. H. Hays, of New York, N. Y.

The Treasurer of the Association for the year 1911 is Dr. J. H. Hays, of New York, N. Y.

The Executive Committee of the Association for the year 1911 consists of Dr. J. H. Hays, of New York, N. Y., and Dr. J. H. Hays, of New York, N. Y.

The Council of the Association for the year 1911 consists of Dr. J. H. Hays, of New York, N. Y., and Dr. J. H. Hays, of New York, N. Y.

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Issue--EDI Standards: X.12 and X.400

Issue--EDI and Internal Auditors

Events--First Chicago's Accelerated Trade Payments Program and EDI

Events--Report from the ANSI X.12 Committee Meeting

Events--Report from Compat '86, Paris, France

Case Study--Caterpillar's Private EDI System

Case Study--Abandoning an EDI Development Project

Scenario--Electronic Auctions and EDI

Scenario--A Global Electronic Trading Economy

Perspectives--Internetworking: It's Happening

Perspectives--Selling the EDI Data Base

Intelligence--Competitors View the Blues at EDINet

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An update of INPUT's well received 1985 report examining the benefits and risks of electronic data exchanges for both users and vendors. Market participant profiles and directions will be described, market inhibitors and activators analyzed, and the user expenditure forecast revisited.

### ***EDI Software Markets***

Examines the products and strategies of EDI software developers and the directions of major software vendors to integrate EDI functionality within traditional accounting, manufacturing, and other packages. Includes an analysis of features users want most from EDI software.

### ***Prospects for Paperless Government Procurement***

Produced by INPUT's Washington D.C. staff, this report describes the General Services Administration's testing of an automated procurement system through ITT's Dialcom for soliciting and awarding goods contracts. The report examines the results and analyzes the impact of ITT Dialcom's purchase by British Telecom, evaluates the prospects for other vendors to participate, and describes the requirements for businesses selling to the government.

### ***International EDI***

With international trading strangled by paperwork, various initiatives to streamline operations have been suggested. This report examines the special requirements of international trading, profiling EDI services with international orientations. The role of GEISCO's Trade\*Express, IBM's newly announced Intercontinental Information Services, and Computer Sciences Corporation's INFONET are described, the market is sized, and users' requirements are discussed.

### ***EDI in Western Europe***

Produced by INPUT's London research staff, this report examines the activities of participants such as EDINET, Ltd. (a joint venture between British Telecom and McDonnell Douglas) and Istel with its EDICT system. The report looks at the involvement of industry organizations such as Odette and the Article Numbering Association, and analyzes the market with forecasts provided.

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Presentations and interactive workshops in an informal setting at which INPUT's senior analysts and invited guest speakers facilitate direct discussion of timely topics in EDI. Users share needs, vendors present options, and both will reach a better mutual understanding of EDI issues and concerns. (Scheduled for Summer, 1987--location to be determined.)

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This important service provides both real time answers to your unique EDI questions and timely notification of important developments in the EDI arena to a designated contact within your organization.

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